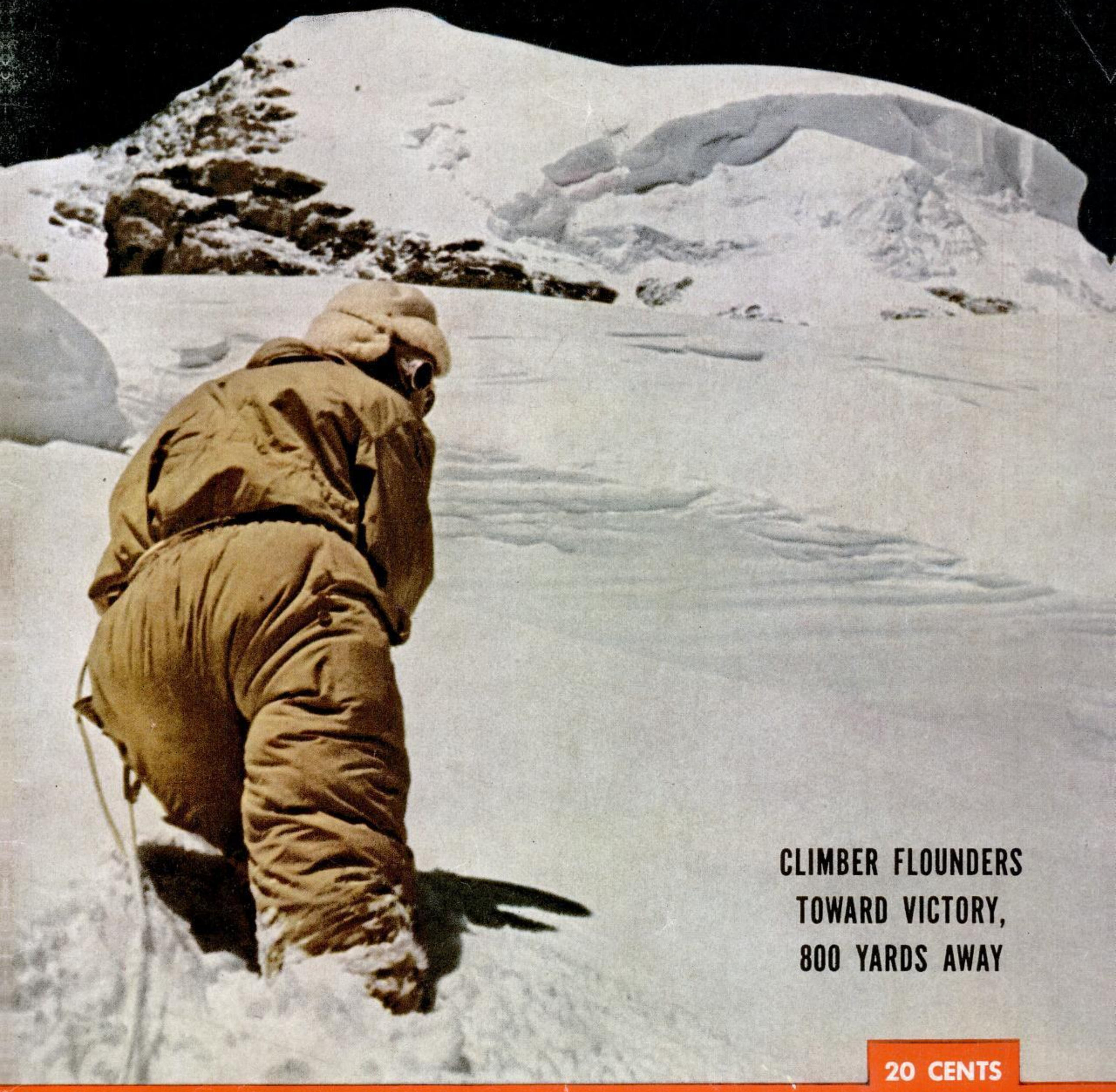
LIFE

EXCLUSIVE—IN COLOR

CONQUEST OF K2

HERBERT HOOVER JR.
BY AUTHOR OF 'EXECUTIVE SUITE'



CLIMBER FLOUNDERS
TOWARD VICTORY,
800 YARDS AWAY

20 CENTS

OCTOBER 11, 1954

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NEW

SAFETYLINER TUBELESS

is the new-car tubeless with the 6-year lead



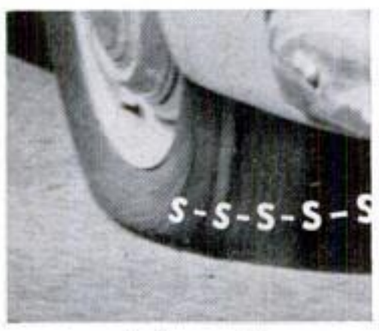
Car manufacturers' adoption of Safetyliner Tubeless climaxes 6 years of single-handed B. F. Goodrich Tubeless Tire development

Gives patented protection against blowouts, revolutionary protection against skids . . . yet costs no more than regular tire and tube

B. F. Goodrich announces a new Tubeless Tire—the SAFETYLINER—that puts Tubeless Tire safety in the regular tire-and-tube price range!

Engineered exclusively for today's streamlined new cars, this streamlined Tubeless Tire is the choice of leading car makers for new 1955 cars. It *has no inner tube*





to blow out. Instead, it has a patented inner liner, part of the tire itself. In case of a bruise-break, cause of most sudden blowouts in tires with tubes, the SAFETYLINER does *not* blow out. You merely get a gradual loss of air—a safe s-s-slowout that gives you time to stop safely.

Because of a revolutionary new tread design, the B. F. Goodrich SAFETYLINER has greater skid resistance than previous new-car tires. In locked-wheel stopping tests on smooth, wet pavement, SAFETYLINERS stopped in 17% less distance.

It is designed for modern highways and the new powerful cars. It practically eliminates squeal. On curves, it is almost silent. It rides smoother. Yet the SAFETYLINER costs no more than an ordinary tire and tube.

The Tubeless Tire was invented, patented and perfected by B. F. Goodrich. Since the first one was announced in 1947, over 3,000,000 B. F. Goodrich Tubeless Tires have been sold. They have been proved by over 50 billion miles of use. Only B. F. Goodrich has 30,000 Tubeless Tire retailers trained to serve you and backed by 6 years of Tubeless Tire know-how.

B. F. Goodrich SAFETYLINER Tubeless Tires fit standard wheels. You can buy them now at your B. F. Goodrich retailer, listed in the Yellow Pages under "Tires—B. F. Goodrich". Convenient terms.



There are more B. F. Goodrich Tubeless Tires in use than all other makes combined

LIFE
October 11, 1954

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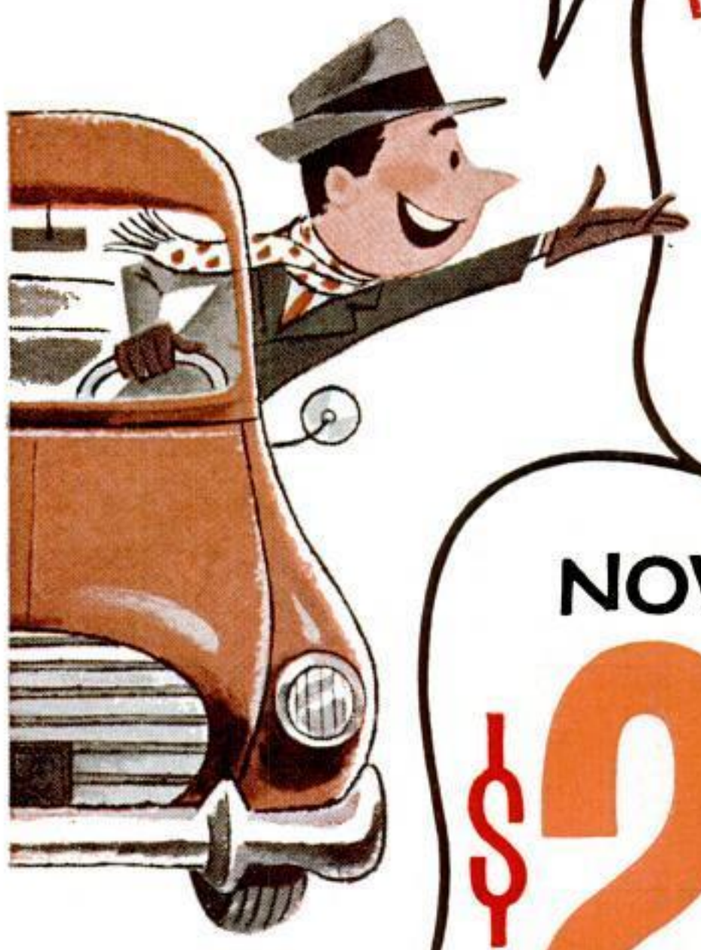
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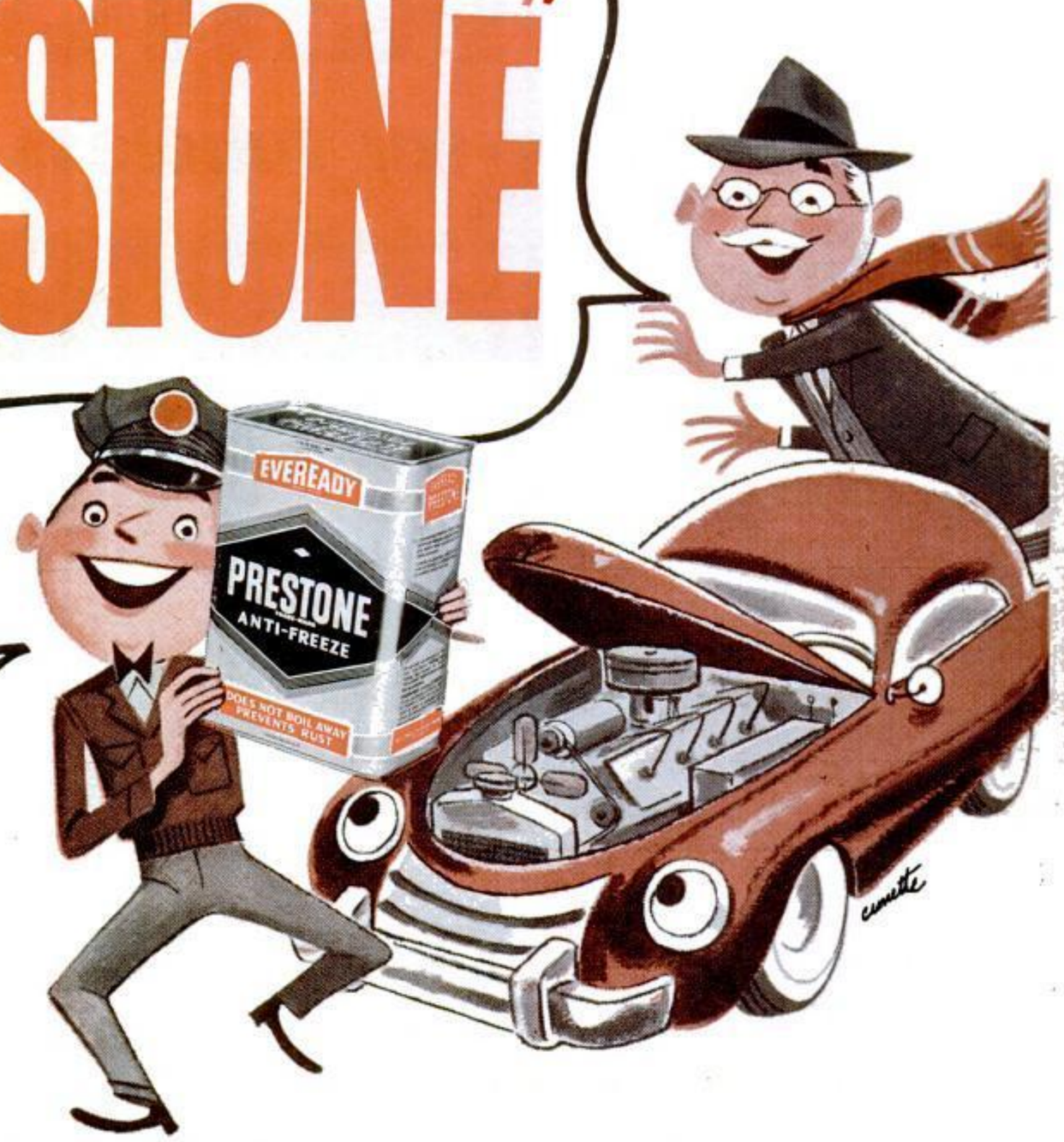
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An Exciting New Way for Your Entire Family to Learn to Enjoy Great Music — and to Own the Best-Loved Symphonies, Concertos, Operas, Musical Comedies — AT HALF THE USUAL COST

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Each month you will receive a treatise on some important phase of How to Appreciate Music. These handsome monographs make up a complete course and will help your entire family love and understand music. And each monthly issue is yours, *absolutely free* until you cancel — whether or not you purchase any additional records!

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Why is a Bulbsnatcher?



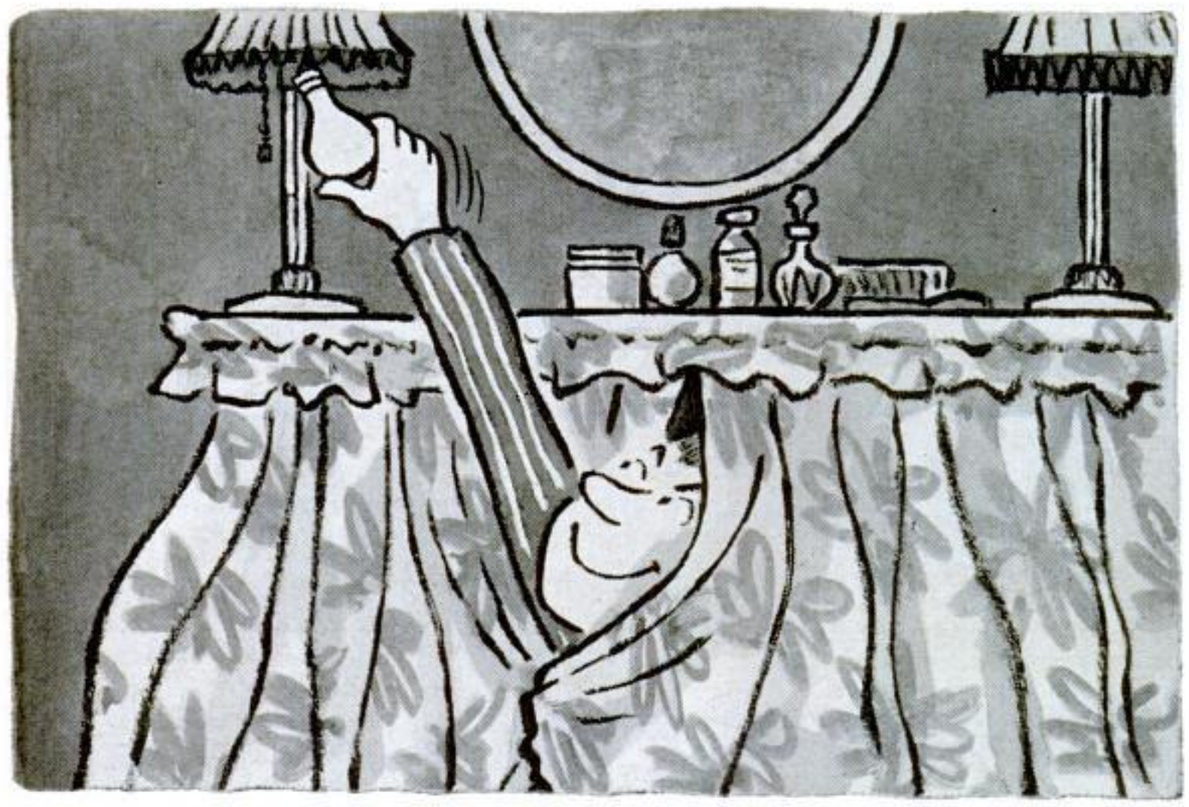
GENERAL ELECTRIC REPORTS, WITH ONLY
SLIGHT EXAGGERATION, ON SOME WELL-KNOWN TYPES



THE IMPATIENT TYPE. The kind who runs up escalators (even when they're labelled "Down"). Too impatient to go buy a spare bulb when one burns out. Rather rob the nearest socket and end up straining his eyes with a 25-watt bulb never meant for a reading lamp. *Curb* his impatience, with plenty of General Electric 4-lamp packages in the 100-watt size.



THE ABSENT-MINDED TYPE. The kind who kisses the cat good-night and puts his wife out. Put out? You'd be put out too with a man who's always bulbsnatching because he forgets to buy bulbs when you send him to shop. Moral: Put General Electric bulbs on the list now and tuck it in his hat band where the clerk can see it. Do it now before *you* forget.



THE FIXED-HABITAT TYPE. The kind who'll never move to the rear of a bus. Who'd rather shiver in bed than close the window. Who'll never go downstairs for a spare bulb when his bedside lamp burns out. Rather swipe a bulb from your dressing-table lamp. How to move him? Don't try; keep General Electric 4-lamp packages handy in every room in the house.



THE DEVIL-MAY-CARE TYPE. The type who doesn't cringe from picking an argument with his mother-in-law. He deliberately courts disaster—for others as well as himself—by robbing the bulb from the top of the stairs to put in the kitchen. Instead of risking his neck, he should risk a paltry 64 or 72 cents for a General Electric 4-lamp package, and see how easy it is to keep spares on hand.

but why, oh Why be a bulbsnatcher when G-E 4-lamp packages cost so little?

Easy to buy, carry, store; General Electric's 4-lamp package makes it easy to keep spare bulbs handy. And General Electric bulbs give just the right combination of brightness and long life that adds up to top value. No wonder G-E bulbs are in use in 95% of all electrified American homes!

4—60-watt lamps **64¢** PLUS TAX 4—100-watt lamps **72¢** PLUS TAX

GENERAL ELECTRIC



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New York Life announces

LM-3



Another "budget-wise" life insurance policy that offers you permanent family protection at a reduced premium for the first 3 years!

TODAY!—you can apply for at least $5,000 of *permanent* life insurance protection for your family at a low rate. A physical examination may not be necessary if you're in good health and between the ages of 10 and 40.

3 YEARS FROM NOW!—the premium increases slightly. However, based on the present scale, dividends can be used to reduce payments to *less than the original rate*, as shown in the chart below. And cash values continue to grow!

HOW IT WORKS—$5,000 FACE AMOUNT
20-YEAR ILLUSTRATION

Age at issue	Annual Premium First 3 Yrs.	Annual Premium After 3rd Yr.	Average Payment During 20 Yrs. *
25	82.70	97.30	74.46
35	111.10	130.70	101.18
45	161.25	189.70	146.65

*If annual dividend is applied toward payment of the premium—based on the Company's 1954 Dividend Illustration Scale and Interest Rate. This is not a guarantee, estimate or promise of dividends or results.

We call this great new policy "Life Modified Three"—LM-3 for short. It enables you to own substantial life insurance protection *today* when your family needs it most—instead of waiting until your income increases.

With LM-3, you buy $5,000 or more of *permanent* life insurance *right now* at a low rate. At the end of the third year the premium increases slightly. But the dividends you receive can be used to reduce premium payments — and on the basis of the present dividend scale, these are at least *sufficient to offset the premium increase!* What's more, by taking out LM-3 now, you get the added advantage of the lower basic premium rates in effect for younger men.

But that's not all! LM-3 builds generous cash and loan values—available to you for any emergency. And if you're in good health and between the ages of 10 and 40, you may not even have to take a physical examination.

Ask your New York Life agent about this new budget-wise LM-3 policy today—or mail the coupon now! LM-3 is available throughout the U. S., Hawaii, Alaska and Canada. New York Life is 109 years old and is one of the strongest legal reserve life insurance companies in the world.

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A MUTUAL COMPANY nylic FOUNDED IN 1845

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Please furnish me, without any obligation, full information on your new LM-3 policy, minimum amount $5,000.

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new Northern Tissue:

It is unusual
in two ways:

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Nobody has ever offered
you a single sheet
tissue this soft before!

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Nobody has ever
offered you this much
softness for the money!



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Try it, won't you? Now in four new pastel colors, as well as snowy white!

Anchorglass *modernizes stemware for everyday use!*

Yes!..now you can afford all the right glasses!

Beautiful, practical...at unbelievably low prices!

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COCKTAIL





COCKTAIL

JUICE

SHERBET

GOBLET

Buy them in sets of eight...

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If you've been afraid to buy stemware because it breaks easily, and costs too much to use every day, here's good news: Wonderful Anchorglass stemware is completely different! The smart, sturdy bases and short, rounded stems provide a firm, steady foundation.

Best of all, they're priced amazingly low!

So low, you'll never have to get along with unmatched glasses again. You'll be *proud* to serve from these matching sets, with their beautiful brilliance and handsomely ornamented stems.

For yourself, for that impressive gift!

Choose several sets-of-8, smartly packed in gift cartons. Available in open stock, too . . . wherever glass is sold. If your dealer does not have this stemware in stock, he can get it for you by writing Anchor Hocking Glass Corporation.





Look for the name **Anchorglass**

Guaranteed by Good Housekeeping

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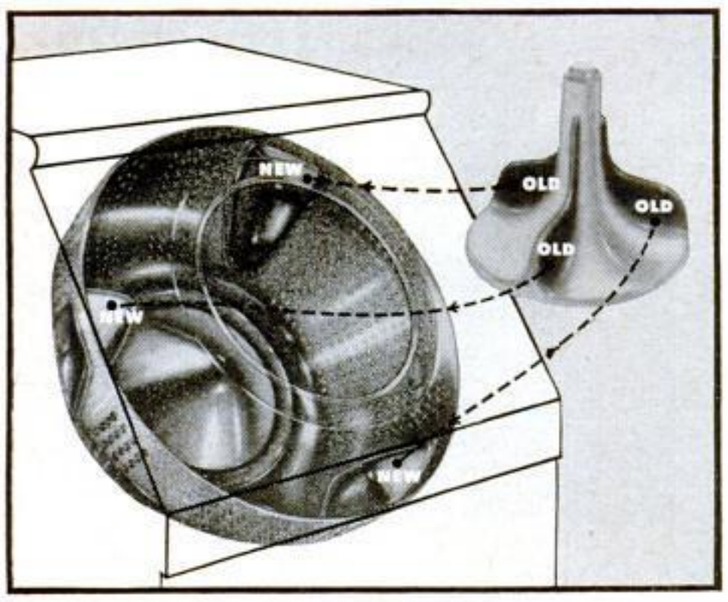
POSITIVE PROOF of thoroughness of new Laundromat New Way To Wash is demonstrated here to Westinghouse STUDIO ONE's Betty Furness by Westinghouse Engineer. With this new principle, clothes flush in hot soapy water, lift, turn, and tumble back for another thorough washing. This is repeated 50 times a minute for completely uniform, cleaner, brighter washings.

CLOTHES GET 50 WASHINGS A MINUTE IN WESTINGHOUSE NEW WAY TO WASH

LAUNDROMAT® New Flush-Lift-Turn-Tumble Action Makes Clumsy Agitator Principle Old-Fashioned

One complete washing cycle virtually every second . . . to get clothes cleaner by far, yet with no wear and tear! That's the Laundromat New Way To Wash!

This new, patented Westinghouse Agi-Tumble Action marks a vast improvement over the old-fashioned agitator washing method. It utilizes an advanced principle of agitation for thorough cleaning, and tumbling for gentleness. *Plus* lift-away action . . . a new, fresh water way of rinsing that *equals 1500 hand rinses* . . . drains dirty water away from clothes, never through them.



100% UNIFORM WASHING. The old-fashioned center-post agitator (illustration left) gave harsh, violent action at the center, and lazy, ineffective action at the outside of the tub. The Laundromat does away with this old-fashioned method. Vanes are built right into the washbasket. As tub revolves, clothes are flushed in wash water, lifted, turned and tumbled back for another thorough washing. Flush—lift—turn—tumble . . . repeated 50 times a minute for 100% uniform, clean washing.

In your new Laundromat, look for the free sample package of *all*—the safe, efficient controlled-suds detergent for thorough washing and rinsing. *all* has been tested and approved by the Westinghouse Home Economics Institute for use in the Laundromat.



"OUT WITH THE OLD, IN WITH THE NEW...the Laundromat New Way To Wash!" says Betty Furness. "But get proof . . . see for yourself that the new Laundromat does get clothes cleaner. See an actual demonstration at your dealer's! Too, you'll want to see the Laundromat's matching twin—the Westinghouse Electric Dryer—with its new way to dry clothes by patented direct air flow system that dries faster, at less cost . . . and cuts ironing time in half!"



FREE! Handsome Salt and Pepper Set. Plastic miniatures of famous Westinghouse Laundry Twins demonstrated by Betty Furness on Westinghouse STUDIO ONE and The BEST of BROADWAY. This Salt and Pepper Set is yours free for seeing a demonstration of Laundromat New Way To Wash at your Westinghouse Dealer's!

OWN THE NEW LAUNDROMAT FOR AS LITTLE AS $3.15 A WEEK

YOU CAN BE SURE...IF IT'S Westinghouse

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new! beautiful! styled for years to come!

MAYTAG ADVANCED

New automatic washer saves hot water...up to 9 gallons per washing!

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Sealtest
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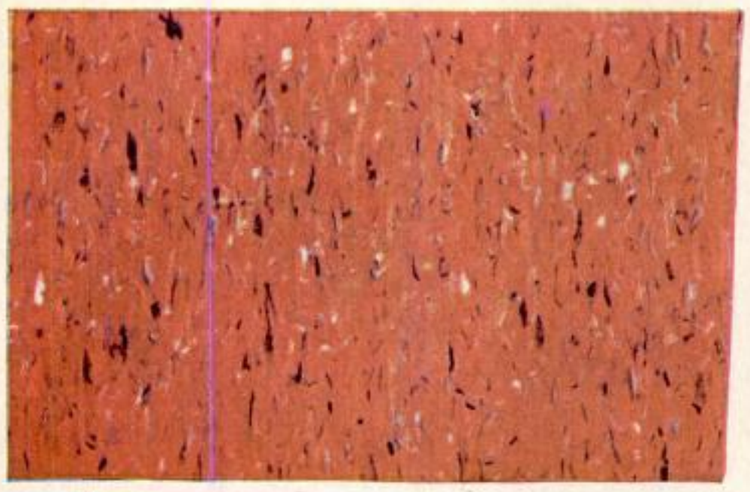
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for everyone! You'll get many heaping helpings of luscious Sealtest Ice Cream from each big Sealtest half gallon. Keep the handy half gallon on hand always —for parties, for desserts, for snacks, for any time. Every last scoop is loaded with pure full-flavored goodness.

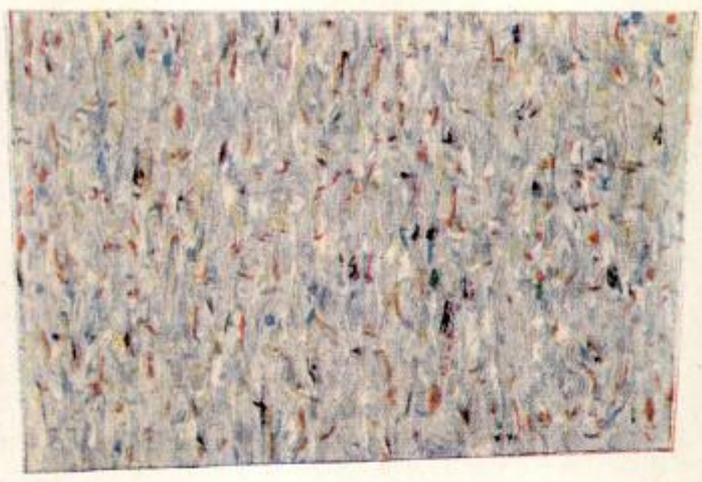
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Sealtest
ICE CREAM

AMERICA'S FAVORITE



1. *Adaptable—goes with any room*



2. *Stays fresh-looking—design hides footmarks*



3. *Wears well—colors go through to backing*

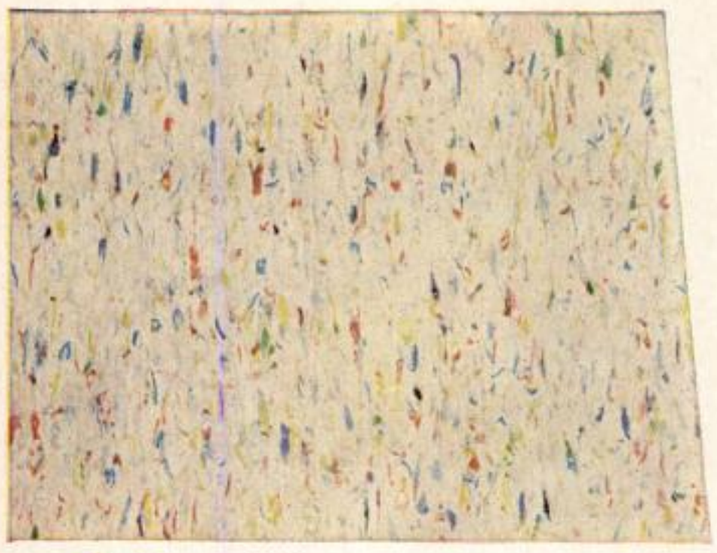
10 colorful reasons to choose

SEQUIN

the Gold Seal Inlaid Linoleum
that's seen on the smartest floors



4. *Costs less to install—has its own built-in lining felt*



5. *Remarkably easy to clean—soap and water does it*



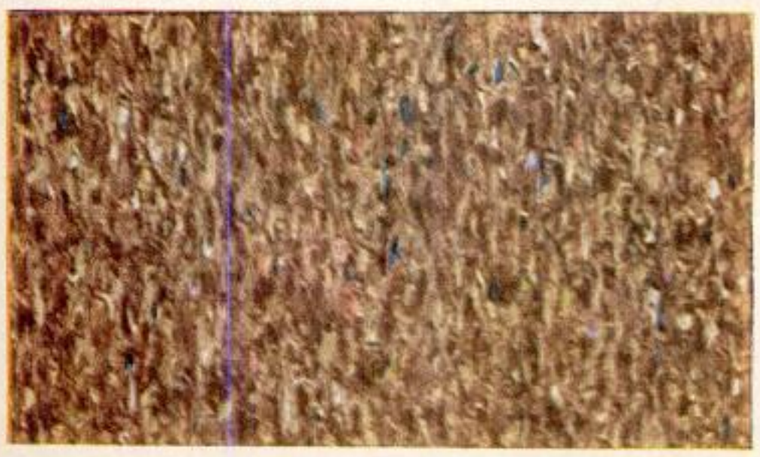
6. *Resilient and comfortable underfoot*



7. *Quiet—not hard and clattery*



8. *A sweep of genuine linoleum—with no dirt-catching cracks*



9. *Satisfaction guaranteed or your money back*

10. *Costs only about* **$37***

*Appr. price of the "Sequin" linoleum to cover a 9' x 12' room. Installation extra.

GOLD SEAL® Floors and Walls

INLAID LINOLEUM, VINYL INLAIDS, CONGOLEUM,® CONGOWALL,® RANCHTILE,® CORK TILE, LINOLEUM TILE, VINYLTILE, VINYLBEST TILE, RUBBER TILE, ASPHALT TILE. Your Gold Seal Dealer is under "Linoleum" in your classified phone book. Sequin is a Trade-Mark.

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Stop! You're about to see why new Swans Down beats all the other leading cake mixes!

See why this is the only mix that wins on all 4 "musts" for homemade cake!

1 Homemade size

2 Homemade texture

3 Homemade moistness

4 Homemade taste

No if's, and's or but's! Our-New-Recipe Swans Down Cake Mixes beat all other leading mixes *hands down.*

Yes! They win in national home-baking tests made by 4,375 women in their own kitchens.

Here's why: Swans Down was not satisfied with the ingredients used by other mixes. So Swans Down had ingredients made especially for these new mixes. Made to blend just right with *your own fresh eggs.*

It's a fact! Swans Down Mix ingredients are *so* special, you can't buy 'em in the store!

Today whip up a winner! See how much *better* a Swans Down Mix cake really is! You'll be *amazed.*



Products of General Foods

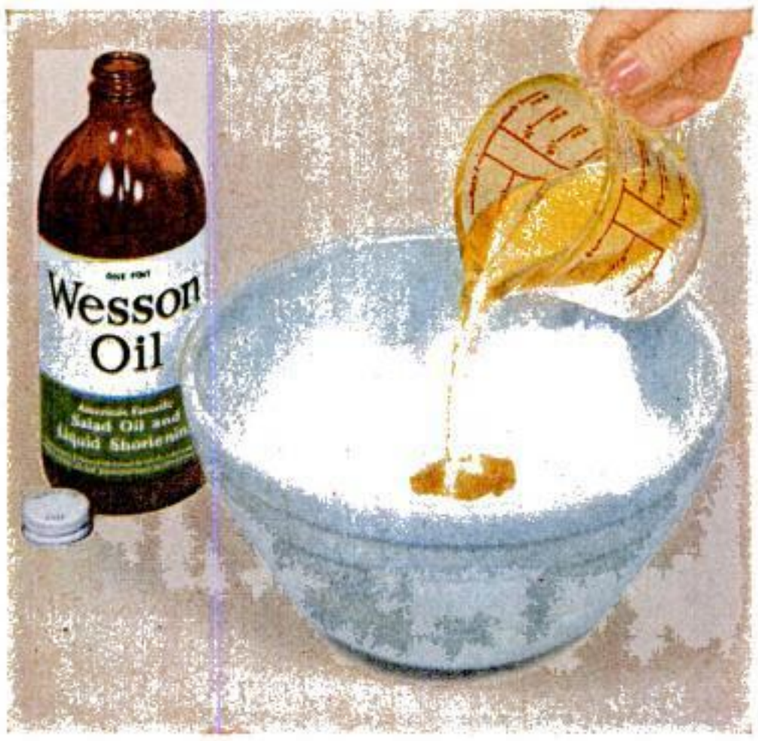
Try a different Swans Down Mix every time you bake a cake—White, Yellow, Devil's Food, Angel Food. All heavenly!

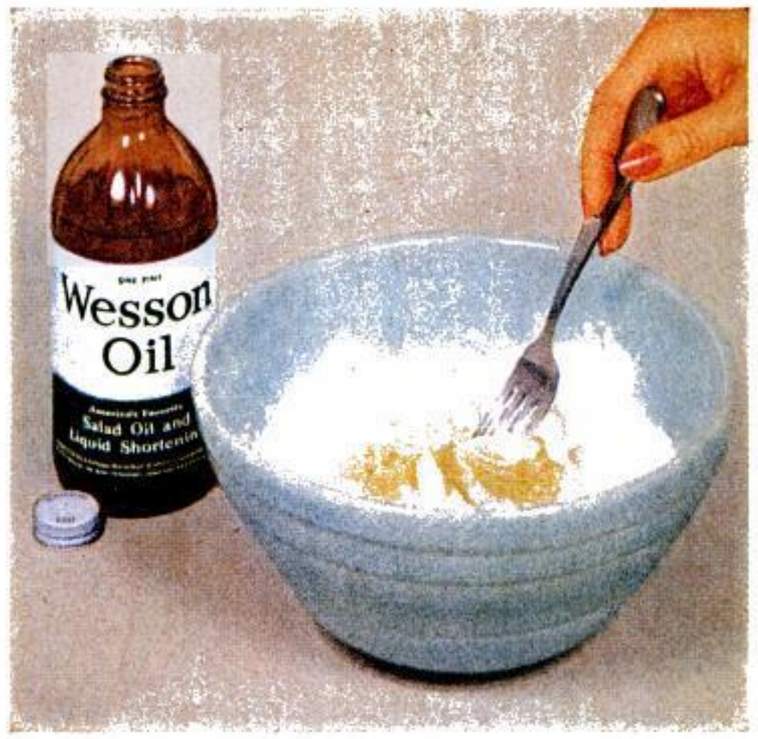
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The pie crust you stir and roll

No cutting in shortening
Pour delicate Wesson Oil for flaky,
tender pie crust every time









1 **Quick start** for modern Stir-N-Roll pie crust: *pour* Wesson Oil and cold milk into measuring cup, and pour all at once into flour. There's no digging out shortening. Wesson *pours* to measure. Only Wesson Oil has the *mildness* and *delicacy* to make Stir-N-Roll pie crust just right—light and delicious.

2 **No cutting in shortening**—just stir to mix. Wesson blends in quickly and evenly. Even beginners find Stir-N-Roll pie dough easy to handle. Best of all, light, delicate Wesson Oil *keeps* its delicacy at high pie-baking temperatures. Your pie crust has home-baked flavor no mix can equal. Wesson sees to that!

3 **No mussy floured board.** Roll your pie crust neatly between waxed papers. Even with moist, juicy fillings, your pastry keeps its tender crispness. And in all the world, there's no oil lighter, more *delicate* than Wesson. So your Stir-N-Roll pie crust is *delicate*, too—a tempting accompaniment with every filling.



STIR-N-ROLL PIE CRUST

2 cups sifted all-purpose flour, such as Gold Medal
***1½ teaspoons salt**
½ cup Wesson Oil
¼ cup cold whole milk

Mix flour and salt. Pour Wesson Oil and milk into one measuring cup (but don't stir). Then pour all at once into flour. Stir until mixed. Press into smooth ball. Cut in halves; flatten halves slightly. Place one half between 2 sheets of waxed paper (12" square). Roll out gently to edges of paper. (Dampen table top to prevent slipping.) Peel off top paper. If dough tears, mend without moistening. Lift paper and pastry by top corners. Place paper-side-up in 9" pie pan. Peel off paper. Fit pastry into pan. Add your favorite apple or other fruit filling. Roll top crust in the same manner and place over filling. Trim, seal and finish edges. Bake in hot oven (425° F.) 40 to 50 minutes.

For a single crust, use 1⅓ cups sifted flour, 1 teaspoon salt, ⅓ cup Wesson Oil and 3 tablespoons cold whole milk. Before baking prick bottom and sides thoroughly. Bake in very hot oven (475° F.) 8 to 10 minutes.

**When using Gold Medal Self-Rising Flour, omit salt. Reduce baking temperature 50°.*

AMERICA'S FAVORITE for Salads, Frying and Chiffon Cakes

Wesson Oil

See "HAWKINS FALLS"
NBC-TV Network Monday through Friday

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Automatic Water Level Control...Adjusts wash and rinse for small, medium or full loads. Saves up to 9 gallons hot water on a small load, up to 11½ gallons total.



Cleanest clothes . . . Exclusive Gyrafoam agitator action, Exclusive Double-Spin Tubs get ground-in dirt out, yet are wonderfully gentle with fine fabrics.



New dryer dries all fabrics safely...even shag rugs are dry and fluffy in one short cycle. Fragile fabrics completely safe. Keeps rooms free from lint and moisture.

These are the SUPERMATICS, washer and dryer, finest of the complete line of Maytag Automatics.

© 1954 THE MAYTAG COMPANY

AUTOMATICS matching washer and dryer



NEW ADVANCED AUTOMATIC CONTROL PANEL

Behold these beauties! You're looking at the newest of the new washers and dryers—the strikingly handsome Maytag Advanced Automatics. These are so advanced in styling and engineering they will stay new and efficient for years to come. And beneath the lovely, flowing lines you'll find the kind of built-in value that only Maytag can deliver.

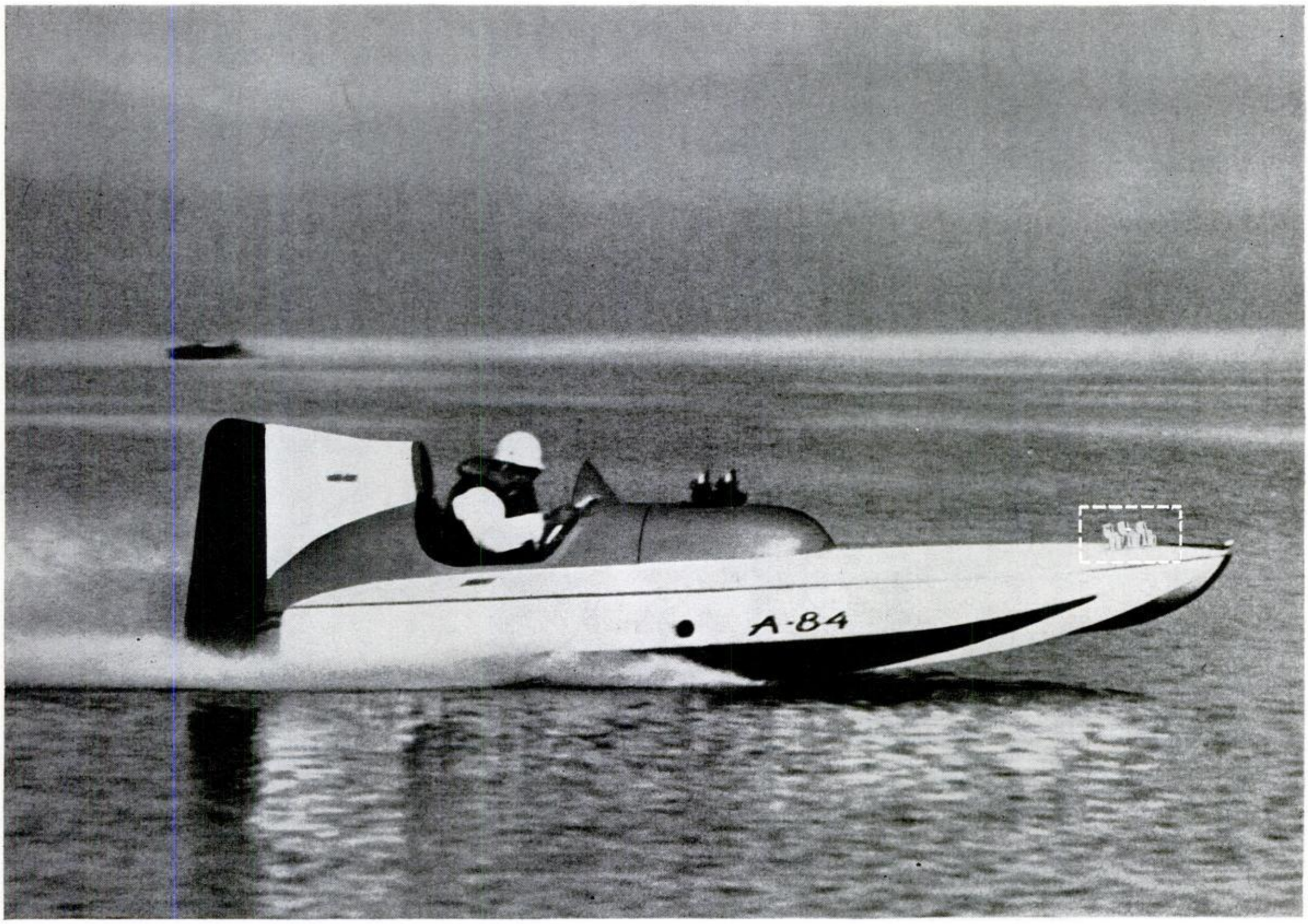
Buying a Maytag has been a habit with American homemakers for over 60 years. During that time more than 8 million Maytags have been sold, far more than any other make.

PEOPLE BELIEVE IN

MAYTAG

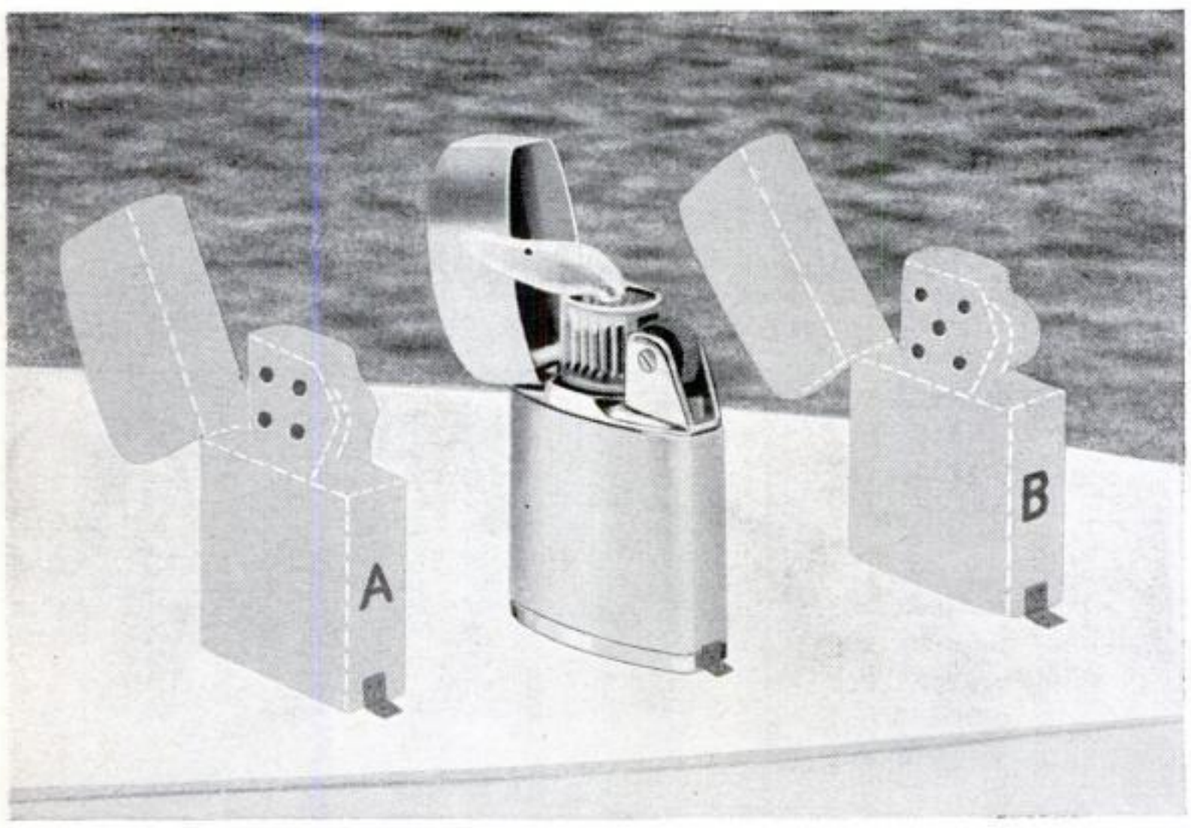
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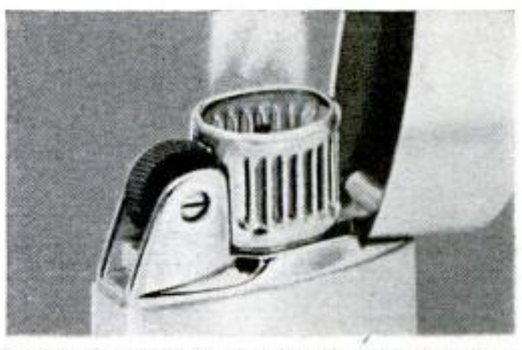


RONSON "WINDLITE" LIGHTER CONTINUES TO BURN AFTER TWO OTHER LEADING OUTDOOR LIGHTERS HAVE BLOWN OUT.

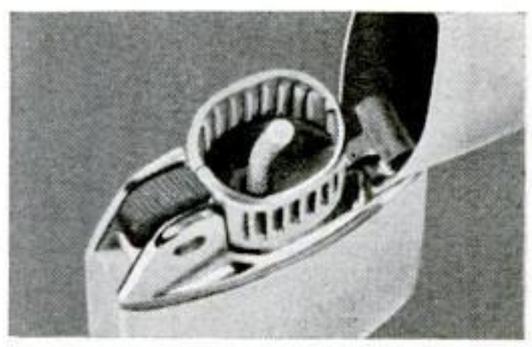
RONSON 'WINDLITE' STAYS LIT ON BOW OF SPEEDBOAT



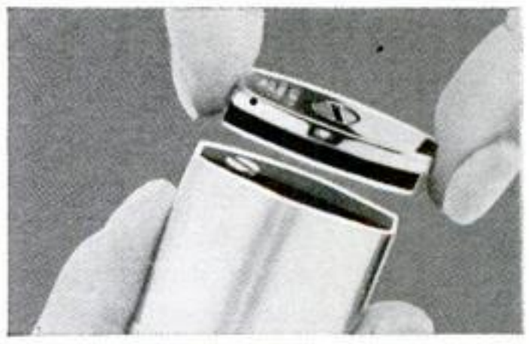
LAKE HOPATCONG, NEW JERSEY, AUGUST 13, 1954. Three leading outdoor lighters were tested side by side on the bow of a speedboat. As the boat started up and rapidly gained speed, first lighter "A", then lighter "B" flickered and died. Final tabulation of two upwind and two downwind runs showed the Ronson "Windlite" able to withstand wind velocities approximately 20% greater than "A" and 15% greater than "B". (NOTE: Lighters "A" and "B" have been masked to conceal their identity.)



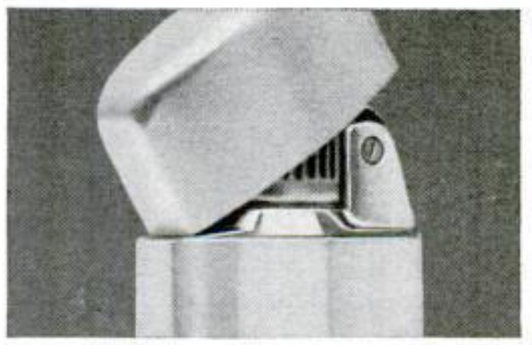
SLOTTED WINDSHIELD really works, actually deflects a gale. Only "Windlite" has vertical louvers.



FIBERGLAS WICK lasts a lifetime. Positively can't unravel...can't burn down. Never needs adjusting.



REMOVABLE BASE ends messy refilling. *Super fuel capacity* gives more lights, means less frequent filling.



HIDDEN HINGE is inside...won't catch or tear your clothes. See the great new Ronson "Windlite" today!

AT RONSON DEALERS EVERYWHERE...ONLY $3.95

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Why sugar in reducing diets?

It's based on important new medical findings

In healthy people the <u>blood sugar level</u> helps regulate appetite

When it's low you're most apt to eat more than you need

When it's high you're more quickly satisfied on less food

The fastest way to raise your <u>blood sugar level</u> is to have some sugar, or one of the good things that contain it



Here's why an 18-calorie teaspoonful of sugar may make it easier for you to turn down extra helpings that contain far more calories

Many people have the idea that dieting means giving up almost everything they like to eat. They think of 10 or 14 or 21 days of rigorous fasting . . . of drab, uninteresting or one-sided meals . . . of lagging energy and constant hunger.

As a result, all too often people who *should* diet put off dieting. All too often people who *do* diet gain the lost pounds right back again.

New approach to diet planning

Now health authorities say that anybody who wants to can lose surplus pounds—and keep them lost—without making drastic changes in his or her own eating habits.

Modern diets are easier to *start on*, easier to *get used to* and easier to *stick to* because you go right on eating the foods you like. You do not cut out any food—you simply *cut down*.

Surprising as it may seem, one of your best-liked foods, sugar, can be one of the things that can be one of your best helps in cutting down your total calorie intake!

When you include moderate amounts of sugar (or the good things that contain sugar) in your diet you actually take advantage of nature's own system of appetite control.

This was recently demonstrated at a leading university where scientists found that, in healthy people, the size of the appetite is related to the *blood sugar level*.

When your blood sugar level is *low*, you're hungry. You're most apt to eat more than you need.

When it is *elevated* you find it much easier to stay satisfied on smaller portions—to say "no thanks" to the extra portions that mean extra pounds.

Part of the foods you eat must be turned into sugar before the body can use them up as energy. Many foods, however, raise the blood sugar level so slowly that you may have already eaten too much before your appetite is "turned off."

Artificial no-calorie sugar substitutes have *no* effect on your blood sugar level. Since they do nothing to curb your appetite, you may find that, by using them, you are eating *more calories* than they save you.

Sugar, on the other hand, is assimilated into the blood stream and used as energy faster than any other food. It satisfies your craving for food faster than anything else you can eat because it *almost immediately* raises your blood sugar level.

Make Smaller Meals More Satisfying

That is why a nibble of something sweet between meals is permitted in the newer diets. It not only revives your energy, but helps you to keep your appetite *within bounds* at the next meal.

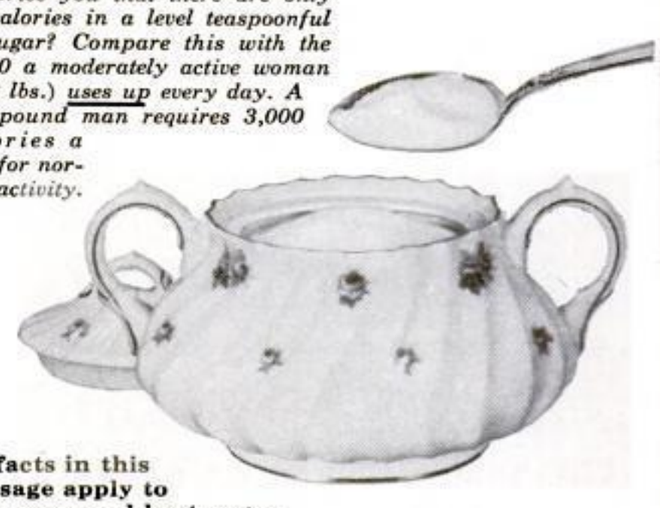
You may also use a spoonful of sugar in your coffee or tea, and may eat desserts that include sugar with lunch or dinner. The *sense of satisfaction* they give is far greater than would be provided by the same meal without sugar.

And whether you're overweight or just watching your weight, doesn't it give another kind of satisfaction to know that science now says you *can have your sugar and your waistline, too?*

SUGAR INFORMATION, INC.
Box 137, New York 5, New York

18 CALORIES

Surprise you that there are only 18 calories in a level teaspoonful of sugar? Compare this with the 2,500 a moderately active woman (123 lbs.) <u>uses up</u> every day. A 154-pound man requires 3,000 calories a day for normal activity.



All facts in this message apply to both cane and beet sugar.

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Here's the "Inside" Story on Fabulous Playtex® Girdles!

★ ★ ★ ★ ★ News from Playtex Park ... home of the world's largest-selling girdles ★ ★ ★ ★ ★

Top Designers Give Top Honors To Playtex Girdles

Jeanne Campbell, Lotte, and many others.

Arrow Narrow Is Your New Silhouette

s an arrow, supple d and with a dra- licity that com- ation — that's figure. You hat it's the gure, for foun-



Madeleine for her yo "One look sheaths an you should for a nar Girdle!" Read the ion desig Playtex read the Who"

The the n state Playte ments t ily appa who wear "Whitt and thigh leaves you "It's the ible girdle r vealing clo "Control ly in incre "Playt shapes you a comfort action no match."

Amon famous plaud Pla you'll find Carolyn Schnu Greta Plattry, Ma Hentley, Oleg Cassi

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in -Con- l flatten where it matters most. The non-roll top hugs and smooths and narrows your

the inside of aressing your n-soft fabric live happily n your Play-

tion of mir- he outside l figure- with the the cess. ieved seam, here!

wash Girdle hether n natu- e to look ex offers f briefs latex on fabric on only $4.95 ok for the epartment res every- where. w Fall fig- ure is packaged right in- side it!

It's pure, figure-slimming latex outside, with kitten-soft fabric next to your

This is the Magic-Controller* with the non-roll top... one of the famous Playtex Girdles. It has magic fingers to gracefully control your figure for every whim of fashion!

women.
world's
dle. But
arity
pays its
while
millions know
tex Gir-
dles, not everyone knows these famous girdles have fabric on the *inside*.

The one and only Girdle with Miracle Latex on the outside... kitten-soft fabric on the inside... and not a single stitch, seam or bone anywhere!







No other girdles whittle away so many inches, yet feel so comfortable! *Only* Playtex® has the slimming power of latex outside *plus* the comfort of kitten-soft fabric inside. Washes in seconds and you can practically watch it dry. Freedom-giving Playtex Girdles control those "Calorie-Curves"... give you that slimmer-trimmer look, *no matter what your size!*

PLAYTEX fabric lined Girdles & Briefs, $4.95—$7.95
Known everywhere as the girdle in the SLIM tube—
at department stores and better specialty shops.

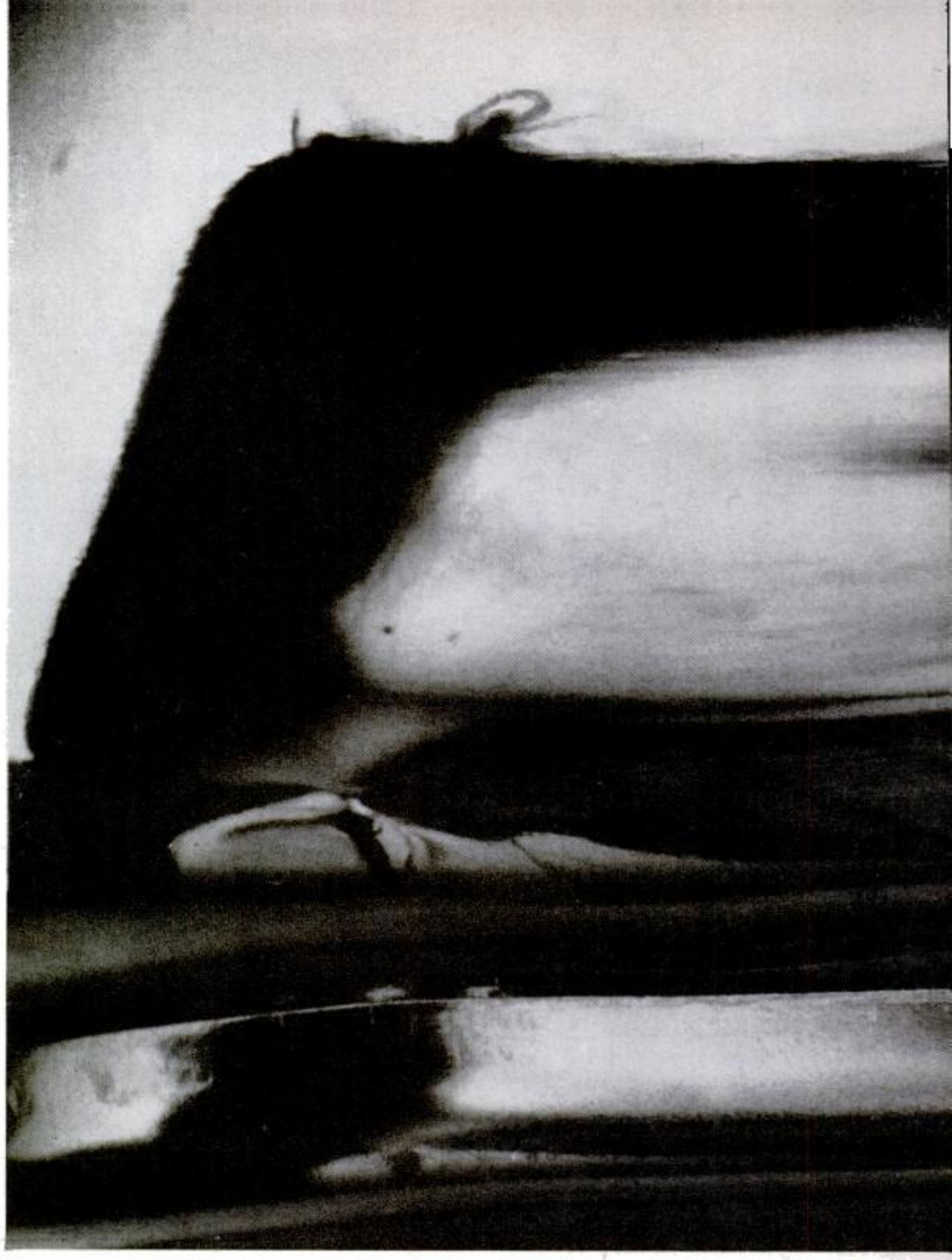
P.S. You'll love the new PLAYTEX® *Living*® BRA! It's "custom-contoured" of elastic and nylon to flatter, feel and fit *as if fashioned for you alone!* Only $3.95

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TAKING PICTURE, Abercrombie is seen reflected behind his wife on the side of a tea kettle.



"NOSEY WIFE" is the reflection of Mrs. Abercrombie on the curved top of a chromium toaster. →

SPEAKING OF PICTURES . . .

. . . Husband catalogs kitchen reflections

Like many another person idly awaiting food at the breakfast table, Milwaukee *Journal* Photographer Thomas Abercrombie was amused one morning by his distorted reflections in the chromium toaster. Suddenly he decided he would like to see what his wife Lynn would look like reflected in a variety of shiny household articles. That whim launched the Abercrombies on a photographic project that kept them busy for days.

Not satisfied with what they found in their own kitchen, the Abercrombies borrowed utensils from their friends, neighbors and even a local department store. "Shopping for the right kinds of pots and pans was crazy," Abercrombie recalls. "We made faces at them to find just the right distortion." After hours of polishing up their collection, ranging from a coffeepot to a waffle iron, they put in four evenings taking the pictures. The results delighted them both. But Abercrombie himself completed the job, adding the titles printed here to provide a fanciful catalog of wives as they sometimes appear to even their most devoted husbands.



THE REAL LYNN as her husband sees her without distortion is an attractive 24-year-old brunet.



"BIG-MOUTH WIFE" → is reflected on a frying pan lid, the top of the knob between her lips.

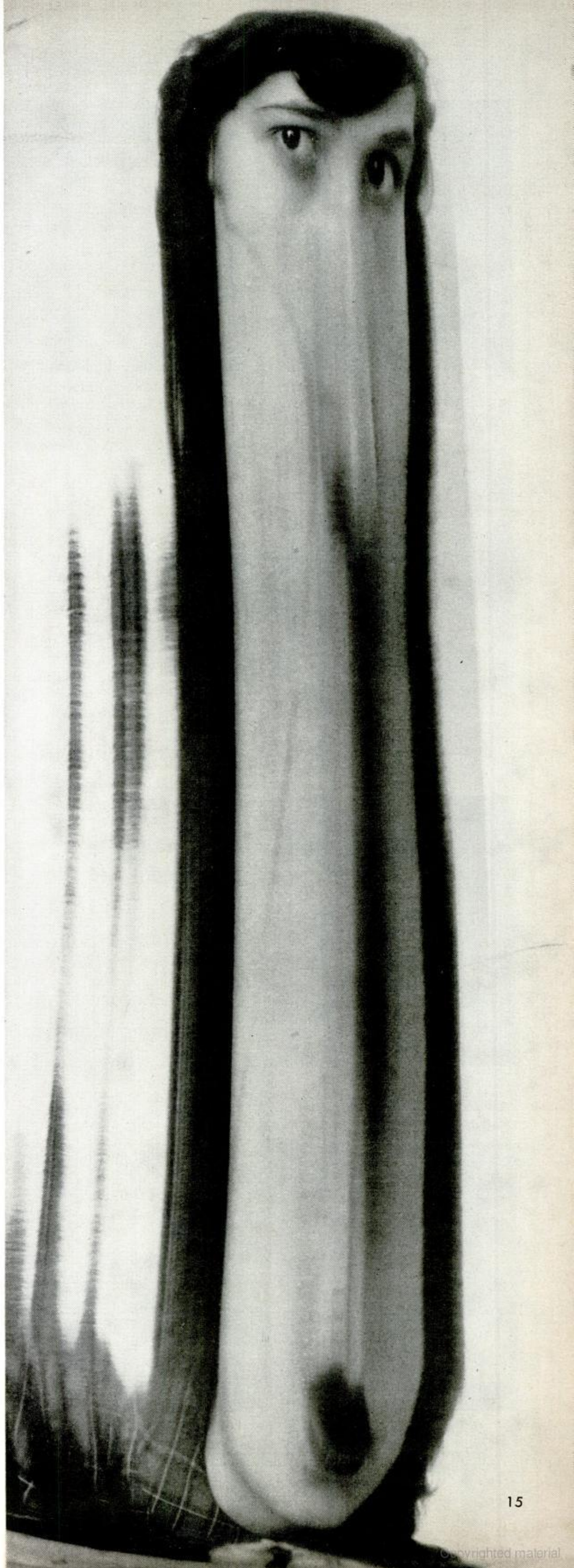
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"DOPEY WIFE" becomes a grotesque pinhead when reflected in the convex surface of a teapot lid.

"SAD-SACK WIFE" is given a stretched-out face in reflection on the side of an aluminum coffeepot. →



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CLEO F. CRAIG
President of the American Telephone and Telegraph Company. Started with the Bell System as an *equipment man* in St. Louis in 1913.



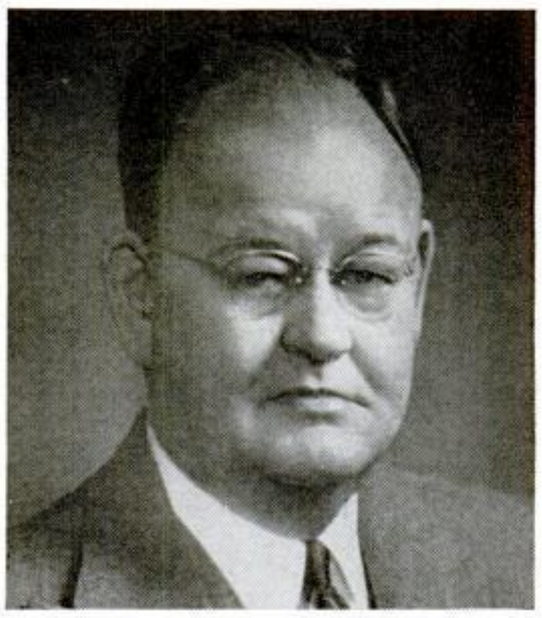
ALLERTON F. BROOKS
President of The Southern New England Telephone Company. Started with Bell System as *engineer's assistant* in New Haven in 1911.



EDWIN M. CLARK
President of the Southwestern Bell Telephone Company. Started with the Bell System as an *installer* in New York in 1923.



SANFORD B. COUSINS
President of the Northwestern Bell Telephone Company. Started with the Bell System as a *traffic student* in New York in 1920.



WILLIAM A. HUGHES
President of the New Jersey Bell Telephone Company. Started with the Bell System as a *groundman* in Kansas City, Mo., in 1917.



WILLIAM V. KAHLER
President of the Illinois Bell Telephone Company. Started with the Bell System as an *engineering assistant* in New York in 1922.

Up from the Ranks

These are the presidents of the companies in the Bell System. They all started in the ranks.

Seventeen years ago the Bell System first published an advertisement like this. But there is a big difference today. Every one of the faces is new.

All of these presidents, like those before them, have had wide telephone experience—an average of 34 years in the Bell System and 18 years in upper management positions.

The Bell System is an up-from-the-ranks business and it aims to keep the opportunity for advancement open to all.

This has been true of the telephone business for many years and it is nowhere better illustrated than in the careers of the men who serve as presidents of Bell System companies.



WALTER K. KOCH
President of The Mountain States Telephone and Telegraph Co. Started with the Bell System as a *traffic student* in Denver in 1923.



KEITH S. McHUGH
President of the New York Telephone Company. Started with the Bell System as a *clerk* in New York in 1919.



JAMES B. MORRISON
President of The Chesapeake & Potomac Telephone Companies. Started with Bell System as *engineering assistant* in Washington in 1925.



CLIFTON W. PHALEN
President of the Michigan Bell Telephone Company. Started with the Bell System as a *lineman* in Syracuse in 1928.

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WILFRED D. GILLEN
President of The Bell Telephone Company of Pennsylvania. Started with the Bell System as a *clerk* in Philadelphia in 1923.



JOHN A. GREENE
President of The Ohio Bell Telephone Company. Started with the Bell System as a *contract clerk* in Chicago in 1914.



HARRY S. HANNA
President of the Indiana Bell Telephone Company. Started with the Bell System as an *engineer* in Cleveland in 1922.



JOE E. HARRELL
President of the New England Telephone and Telegraph Company. Started with the Bell System as a *clerk* in Atlanta in 1913.

PRESIDENTS OF BELL SYSTEM COMPANIES AND THEIR FIRST JOBS

Name	Company	Date	Place of Start	First Pay	First Job
Cleo F. Craig	Amer. Tel. & Tel. Co.	1913	St. Louis	$15 a week	Equipment Man
Allerton F. Brooks	Southern New England Tel. Co.	1911	New Haven, Conn.	$12 a week	Engineer's Assistant
Edwin M. Clark	Southwestern Bell Tel. Co.	1923	New York	$30 a week	Installer
Sanford B. Cousins	Northwestern Bell Tel. Co.	1920	New York	$30 a week	Traffic Student
Wilfred D. Gillen	Bell Tel. Co. of Penna.	1923	Philadelphia	$27 a week	Clerk
John A. Greene	Ohio Bell Tel. Co.	1914	Chicago	$50 a month	Contract Clerk
Harry S. Hanna	Indiana Bell Tel. Co.	1922	Cleveland	$57 a week	Engineer
Joe E. Harrell	New England Tel. & Tel. Co.	1913	Atlanta	$14 a week	Clerk
William A. Hughes	New Jersey Bell Tel. Co.	1917	Kansas City, Mo.	$60 a month	Groundman
William V. Kahler	Illinois Bell Tel. Co.	1922	New York	$25 a week	Engineering Assistant
Frederick R. Kappel	Western Electric Co.	1924	Minneapolis	$25 a week	Groundman
Dr. Mervin J. Kelly	Bell Telephone Laboratories	1918	New York	$40 a week	Physicist
Walter K. Koch	Mountain States Tel. & Tel. Co.	1923	Denver	$100 a month	Traffic Student
Keith S. McHugh	New York Tel. Co.	1919	New York	$35 a week	Clerk
James B. Morrison	Chesapeake & Potomac Tel. Companies	1925	Washington, D.C.	$27 a week	Engineering Assistant
Clifton W. Phalen	Michigan Bell Tel. Co.	1928	Syracuse, N.Y.	$30 a week	Lineman
Mark R. Sullivan	Pacific Tel. & Tel. Co.	1912	San Francisco	$50 a month	Clerk
Fred J. Turner	Southern Bell Tel. & Tel. Co.	1907	Atlanta	$18 a month	Clerk
Charles E. Wampler	Wisconsin Telephone Co.	1929	Chicago	$130 a month	Traffic Student



FREDERICK R. KAPPEL
President of the Western Electric Co. Started with the Bell System as a *groundman* in Minneapolis in 1924



DR. MERVIN J. KELLY
President of the Bell Telephone Laboratories. Started with the Bell System as a *physicist* in New York in 1918.



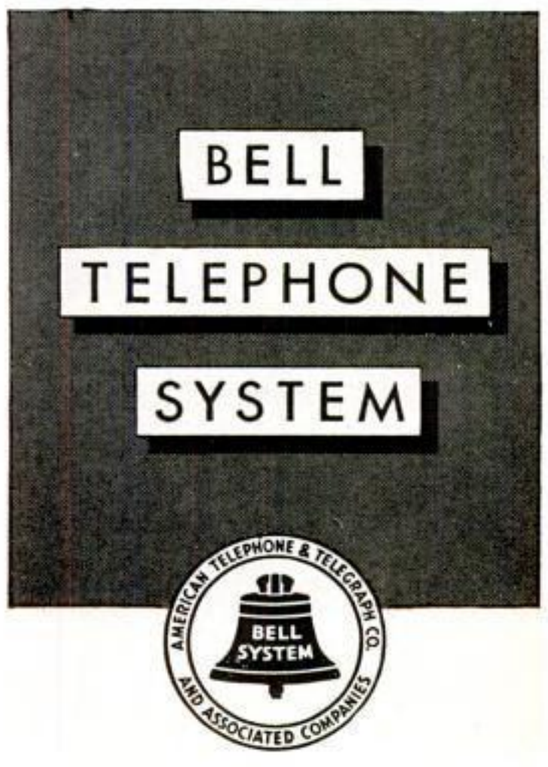
MARK R. SULLIVAN
President of The Pacific Telephone and Telegraph Company. Started with Bell System as a *clerk* in San Francisco in 1912.



FRED J. TURNER
President of the Southern Bell Telephone and Telegraph Co. Started with the Bell System as a *clerk* in Atlanta in 1907.



CHARLES E. WAMPLER
President of the Wisconsin Telephone Company. Started with Bell System as a *traffic student* in Chicago in 1929.



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No more tears
from "soap in the eyes"



WON'T BURN
or IRRITATE eyes!

- Leaves hair shining, easy to comb
- Pure, gentle, safe

59¢

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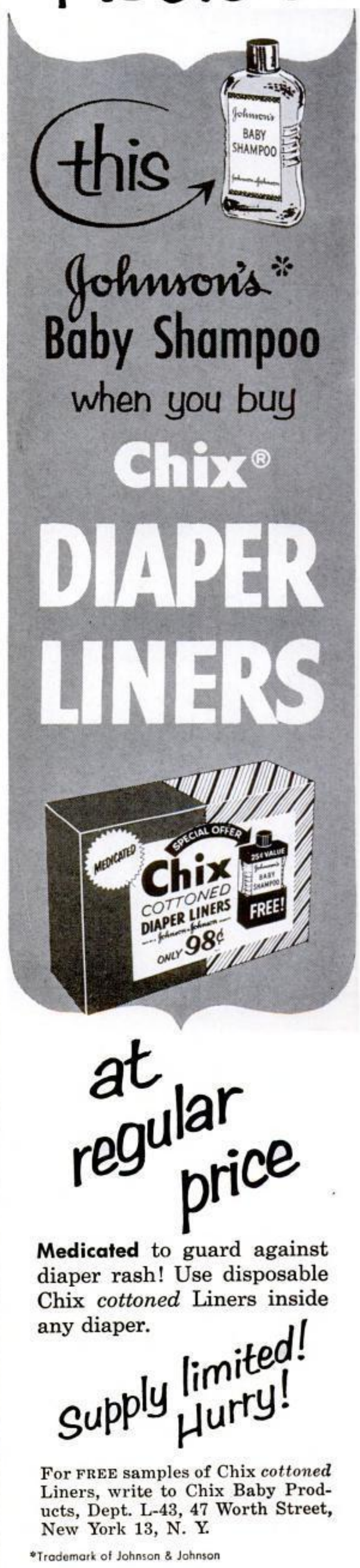
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for Mothers



at regular price

Medicated to guard against diaper rash! Use disposable Chix *cottoned* Liners inside any diaper.

Supply limited! Hurry!

For FREE samples of Chix *cottoned* Liners, write to Chix Baby Products, Dept. L-43, 47 Worth Street, New York 13, N. Y.

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it's that grand

Sealtest TRADE MARK ICE CREAM half gallon

JUMBO TREAT

for everyone! You'll get many heaping helpings of luscious Sealtest Ice Cream from each big Sealtest half gallon. Keep the handy half gallon on hand always —for parties, for desserts, for snacks, for any time. Every last scoop is loaded with pure full-flavored goodness.

Sealtest ICE CREAM

AMERICA'S FAVORITE

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New automatic dryer keeps your rooms free from lint and moisture!

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The pie crust you stir and roll

No cutting in shortening
Pour delicate Wesson Oil for flaky,
tender pie crust every time





1 **Quick start** for modern Stir-N-Roll pie crust: *pour* Wesson Oil and cold milk into measuring cup, and pour all at once into flour. There's no digging out shortening. Wesson *pours* to measure. Only Wesson Oil has the *mildness* and *delicacy* to make Stir-N-Roll pie crust just right—light and delicious.



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3 **No mussy floured board.** Roll your pie crust neatly between waxed papers. Even with moist, juicy fillings, your pastry keeps its tender crispness. And in all the world, there's no oil lighter, more *delicate* than Wesson. So your Stir-N-Roll pie crust is *delicate*, too—a tempting accompaniment with every filling.



STIR-N-ROLL PIE CRUST

2 cups sifted all-purpose flour, such as Gold Medal
***1½ teaspoons salt**
½ cup Wesson Oil
¼ cup cold whole milk

Mix flour and salt. Pour Wesson Oil and milk into one measuring cup (but don't stir). Then pour all at once into flour. Stir until mixed. Press into smooth ball. Cut in halves; flatten halves slightly. Place one half between 2 sheets of waxed paper (12″ square). Roll out gently to edges of paper. (Dampen table top to prevent slipping.) Peel off top paper. If dough tears, mend without moistening. Lift paper and pastry by top corners. Place paper-side-up in 9″ pie pan. Peel off paper. Fit pastry into pan. Add your favorite apple or other fruit filling. Roll top crust in the same manner and place over filling. Trim, seal and finish edges. Bake in hot oven (425° F.) 40 to 50 minutes.

For a single crust, use 1⅓ cups sifted flour, 1 teaspoon salt, ⅓ cup Wesson Oil and 3 tablespoons cold whole milk. Before baking prick bottom and sides thoroughly. Bake in very hot oven (475° F.) 8 to 10 minutes.

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LETTERS TO THE EDITORS

GREAT EVENT REPEATS ITSELF

Sirs:

Your pictures of the Warner Brothers filming in Egypt of the *Land of the Pharaohs* ("Great Event Repeats Itself," LIFE, Sept. 20) were very interesting, but I was very indignant to learn that this motion picture will show the Egyptians using camels at the time of Khufu. There certainly were no domesticated camels in Egypt until after the Persian conquest of Egypt, which was almost 2,400 years after Khufu!

BARBARA SWITALSKI
Chicago, Ill.



● Egyptians never saw a domesticated camel till the Persians, who chiseled this one on a stairway in Persepolis about 475 B.C., defeated them in 525 B.C.—ED.

THE RAIN FOREST

Sirs:

I am in ecstasies over your colossal achievement—"The Rain Forest" (LIFE, Sept. 20). I have been a thousand miles up the Amazon, in the Congo and Indonesia, but never have I had the satisfaction of seeing the teeming rain forest as shown in your magazine.

DOROTHY LEVY
San Francisco, Calif.

Sirs:

Having been in charge of a geological party searching for petroleum in the great tropical jungle along the boundary between Panama and Colombia, you may be sure that I appreciate "The Rain Forest." One who has heard the bedlam made by animals and birds going to bed and getting up in the jungle can never forget it—or the smells, rain and bugs.

C. E. DOBBIN
Denver, Colo.

Sirs:

Lincoln Barnett has proclaimed a hymn of praise by setting forth how nature praises God by perfectly performing that for which He created it.

BERTHA BICKNELL
Detroit, Mich.

Sirs:

Your cover portrays something I have never seen done before—a combination of the amazingly brilliant beauty of the tropical forest with the sudden ugliness of its omnipresent death.

FRANCES WEBBER
Bethlehem, Pa.

Sirs:

Why, oh why must LIFE continually put in pictures of reptiles? I am allergic to snakes—the very sight of snakes makes me ill. Of course I must tear off this week's cover and burn it. . . .

MRS. SHELDON WELLS
Espanola, N. Mex.

Sirs:

Your article about the rain forest of South America was extremely welcome. My father, grandfather and grandmother lived there a hundred years ago and, as a small boy in Holland, I heard all kinds of stories about Surinam and about Paramaribo and about the Goudvelden (gold fields). My father used to tell me about finding snakes in bed. And now, you are next going to tell us about a forest in New Jersey, where most of my folks are now living and where I first landed on a Sunday morning, July 10, 1897. Yes, I am 76 years young now, but still interested in this globe.

R. C. DERICKS
Redwood City, Calif.

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HOUSING PROJECT CLASSROOMS

Sirs:

Four days after school opened ("Housing Projects Become Classrooms," LIFE, Sept. 20), we at Linda Mar held a street dance on the playground and raised $800 for playground equipment for the "convertible school."

However new families, moving in at the rate of four a day, are continuing to intensify the problem, and three more buildings are already needed to accommodate the overflowing enrollment by the end of only one week of school. I am proud that my daughter, now 6 months old, will be able to grow up in a community where problems such as these are met squarely and solutions found quickly.

JERRY G. JENSEN
Linda Mar, Calif.

SEX TEST

Sirs:

About your follow-up "Sex Test Score" (LIFE, Sept. 20) on baby sex forecastings, thanks for letting us know what really happened. My reaction when reading your first article was "Why don't these women grow up, stop setting their hopes beforehand on a 'he' or a 'she'—and be happy to get what they do?"

Now I see that I misjudged them. They do look mighty happy about it all.

MRS. R. M. BARDEN JR.
Flemington, N.J.

TRIBUTE IN TRANSIT

Sirs:

I read with dismay that the new Marine Memorial ("Tribute in Transit," LIFE Sept. 20) has already cost $550,000 and that "another $200,000 will be spent" to landscape its site. It is only proper that we should in some way pay tribute to these men. But why not schools (so desperately needed), parks and playgrounds, or scholarship funds? Would these not be more fitting memorials?

JUNE-MARIE FINK
New York, N.Y.

Sirs:

So the Marine Corps erects a statue to itself, paid for through voluntary contributions from its own personnel no less. I remember how that contribution was extracted from me. I was in boot camp at Parris Island, S.C. at the time. We were asked to please donate a dollar to the Marine Corps Memorial Fund. Those who refused had a bucket placed over their heads. The bucket was then rapped smartly until the reluctant ones decided that the Iwo Jima monument was a good idea after all.

As a former Marine I'm ashamed for them.

DON MACLEAN
Arlington, Va.

ROYAL HOLIDAY

Sirs:

It was a bit surprising to see that all these "exes and hopefuls" ("Royalty Takes a Holiday," LIFE, Sept. 20) actually appeared to be pleasant, healthy and human. I wish them a happy life, but I could not help but think of them as ghosts from ghostland come to life for one day of play.

FRANK G. RIVERA
Los Angeles, Calif.

Sirs:

Incidentally, why were there no members of the British royalty included in the cruise? Everybody else seemed to be.

DAVID RUSS
San Diego, Calif.

● The Greek government says that the British were invited but had "previous engagements." Greek newspapers reported variously that the British did not want to take part in a "publicity stunt," feared unfavorable publicity, were snubbing Greece because of the dispute over Cyprus.—ED.

SPEAKING OF PICTURES

Sirs:

My eighth grade daughter got a great deal of amusement out of the pictures of students and mothers by Margery Brown (Speaking of Pictures, LIFE, Sept. 20). However, she does not agree with the "eighth grade" one. Miss Brown shows the boys taller than the girls, but my daughter says that the boys in the eighth grade are usually shorter.



MRS. S. A. LEFTWICH
Pueblo, Colo.

● Artist Brown agrees that eighth grade boys are usually shorter, as she shows in this drawing of a jitterbugging couple at a school dance. Caption: "She's my tall, dark and husky he-girl."—ED.

AERIAL LARK

Sirs:

In "An Aerial Lark" (LIFE, Sept. 20) on Mr. Cashman and his soaring balloons, your scientific reasoning seems to be slightly confused. The balloons probably burst not from the sun's heat, as you say, but from the decrease in atmospheric pressure, causing them to expand beyond capacity. Am I right?

PETER C. FISHBURN
State College, Pa.

● Both a rise in temperature and a decrease in atmospheric pressure expanded the balloons, but they probably broke because a decrease in atmospheric pressure at 6,000 feet approximately doubled the volume of gas in the balloons.—ED.

LABORITES IN LOTUS LAND

Sirs:

Your picture of a neat street in Canton ("Laborites in Lotus Land," LIFE, Sept. 20) must be rather distressing to those who remember what Chinese city streets used to look like. Canton streets used to swarm with crowded buses, rickshas, pedicabs, bicycles, coolies, heavy carts drawn by slight women, pedestrians forced off the sidewalk by vendors who converted the sidewalks into a veritable department store, and jaywalkers. Now the scene is beautifully neat, but one wonders what has happened to all the people—eliminated, like the flies?

MARY K. HOFFMAN
Harlem, Mont.

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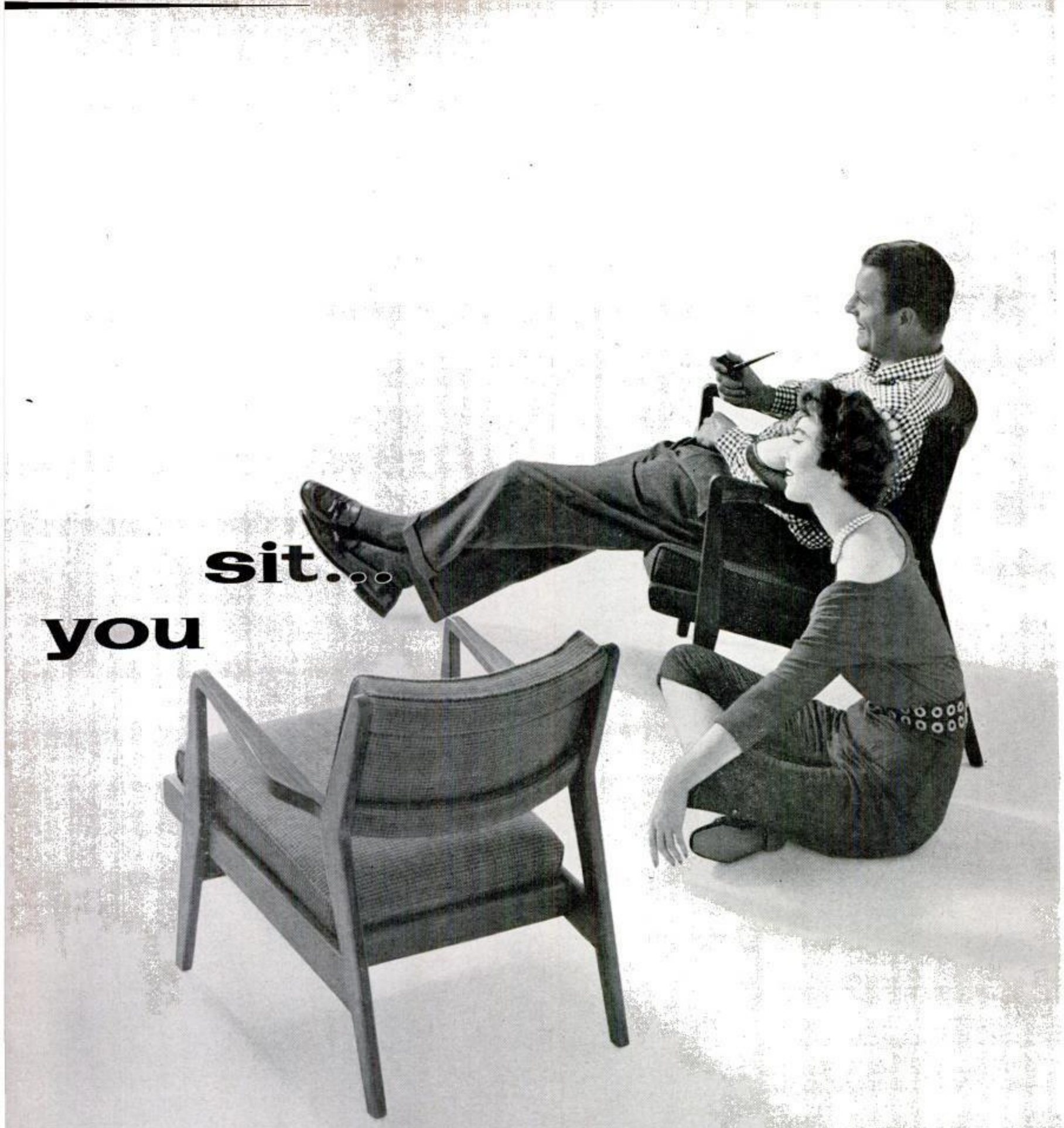
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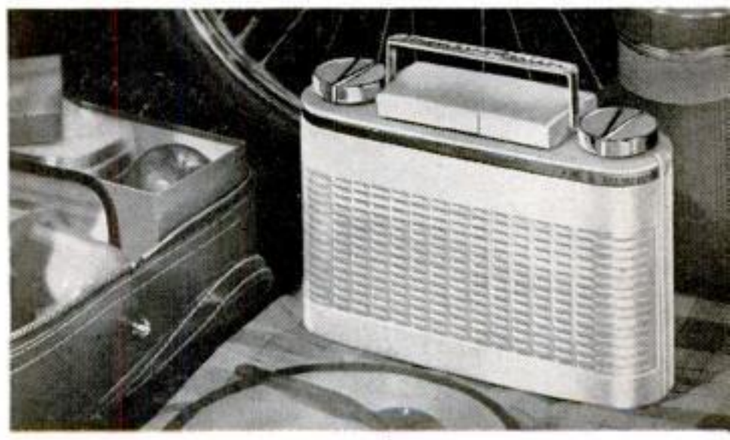
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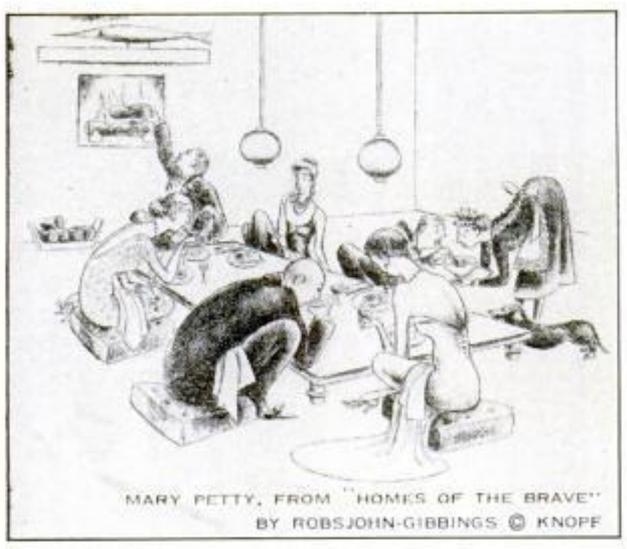
THE PAST REDISCOVERED IS RELEVANT TODAY



Our forebears were depicted (*left*) in a drawing based on experiences described by Amerigo Vespucci. Now the unfairly maligned explorer has been rediscovered on his 500th birthday (*pp. 101–114*) by scholarly Colombian.

The Jesuits have been a part of the American scene ever since 1566. The present-day counterparts of Father Marquette, shown on the Mississippi in 1673 (*right*), are described in the photographic essay on pages 134–148.





A cartoon lampoons the trend of some Americans to "rediscover" Oriental living habits in what one designer has called "low-life modern" setting. For non-Oriental, "high-life" idea, which might furnish a pueblo, see pp. 91, 92.

Discovery of a Second Century Roman temple to the god Mithras in a blitzed London excavation (*p. 53*) prompted *Express* Artist Giles's cartoon about the rediscovery of a tin can entitled: "Julius Caesar's lunch—coming up!"



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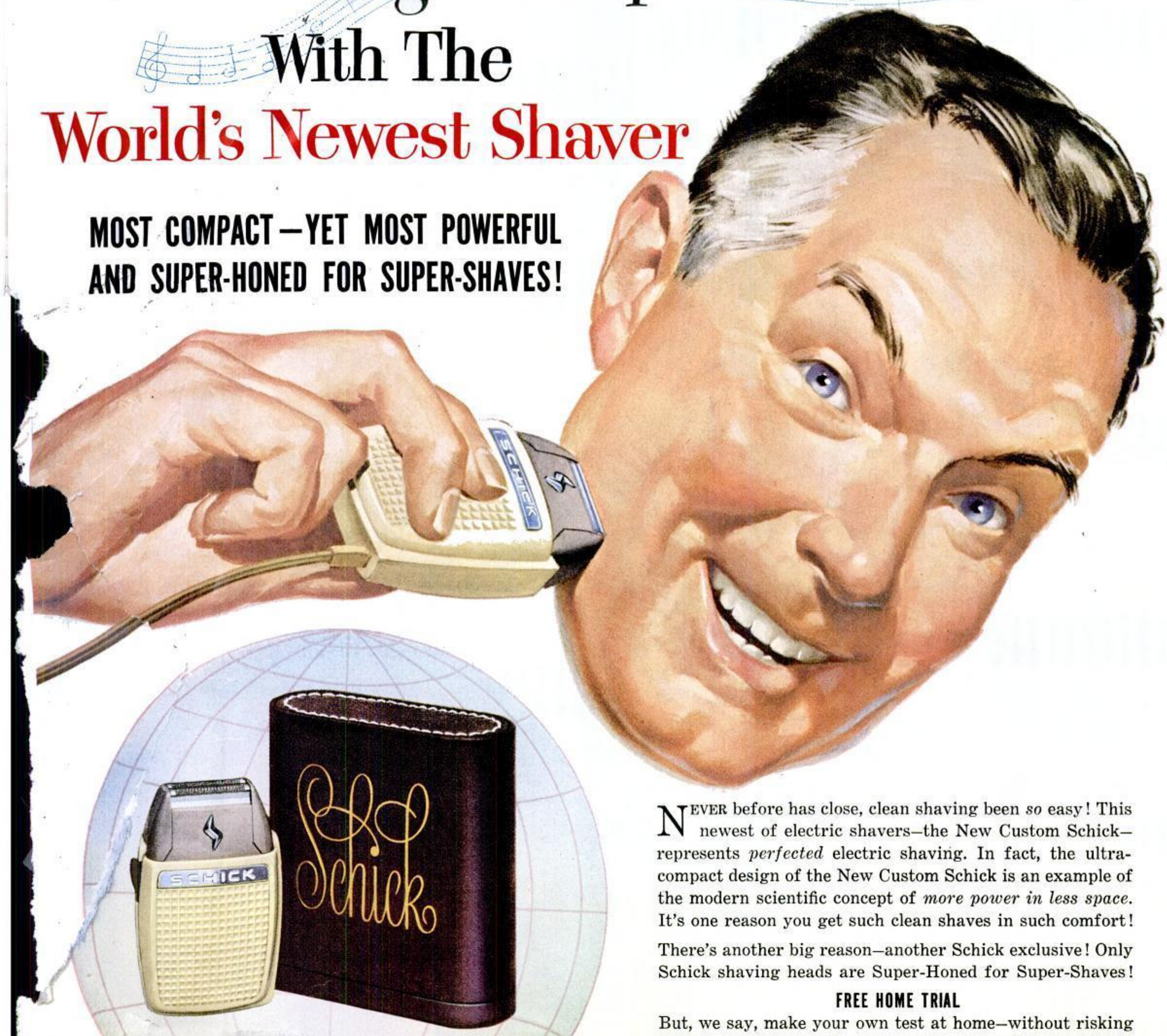
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A SNOWY CLOUD STREAMING FROM SUMMIT, K2 RISES ABOVE EXPEDITION'S BASE CAMP—"ISOLATED AND MAJESTIC AS A MEDIEVAL BATTLEMENT," WROTE



AT 13,000 FEET the expedition's tents sit on a glacial deposit in a valley below the base camp.



AT 17,000 FEET two climbers fight their way up from the base camp to Camp 1, fixing a rope route.

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LIFE

October 11, 1954



COLUMN OF PORTERS MAKES ITS WAY THROUGH THE TORTUOUS ROCK-BLOCKED APPROACHES TO K2's BASE

ITALIANS CONQUER THE 'UNCLIMBABLE PEAK'

"For more than three-quarters of a century after its discovery," wrote James Ramsey Ullman, "K2, or Mount Godwin Austen, was looked upon as the classic example of an unclimbable peak." The legend of K2's invulnerability was challenged in the late '30s by two American expeditions, one of which pushed to within 750 feet of the summit. But even last year K2 was described by Dr. Charles S. Houston, who in 1953 led his second assault on the peak, as the "most challenging mountain in the world." Rising 28,250 feet, it is 752 feet lower than Everest. But Everest offers a series of giant steps to its summit and has usable campsites almost all the way up. K2 rises for 12,000 feet in cliff after cliff in which its foes have to claw camps like the nests of eagles.

Along with Americans, Italians have looked on K2 as their special preserve. Against the peak last May, the Italian Alpine Club hurled one of history's largest mountain climbing expeditions, whose heroic achievement LIFE here records in exclusive pictures. As the party made its way to base camp at 16,000 feet, a series of staggering misfortunes fell upon it.

First, the 500 porters quit. Undaunted, the Italians started carrying the loads up themselves, being joined at last by 50 freshly recruited porters. Then one of the best climbers died of pneumonia. Beginning in June, when good weather was due, the mountain struck its cruelest blow: 40 days of vicious storms engulfed the expedition. Nevertheless the climbers fought up the great cliff and dug themselves into its sides for the climactic assaults.



EXPEDITION LEADER. CAMP WAS AT 16,000 FEET

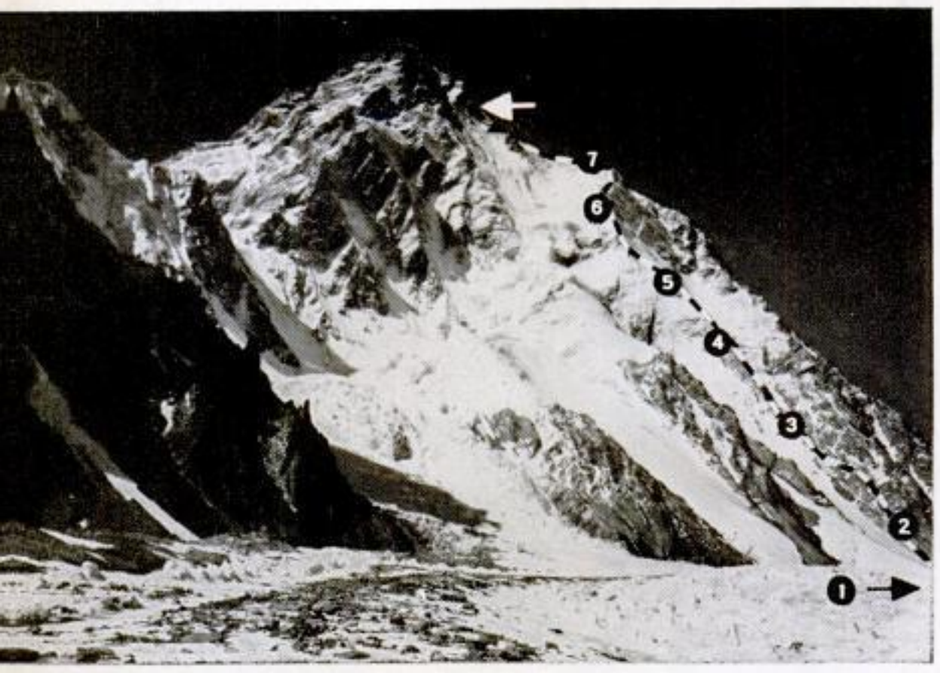


AT 18,000 FEET Achille Compagnoni, one of two who made final assault on K2's summit, approaches Camp 2.

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'Unclimbable Peak' CONTINUED



ROUTE TO SUMMIT from Camp 1 took climbers up Abruzzi Ridge to Camp 7 at 24,500 feet. Then they cut around mountain (*below*), set up Camp 8 at 25,000 feet, 9 at 26,600 feet and assaulted peak.





AT 19,000 FEET Lino Lacedelli (*below*), the other of two climbers who were to assault summit, is belayed up almost vertical cliff on Abruzzi Ridge.

AT 20,000 FEET a climber (*below, right*) hunches slowly upward in area where mammoth rock avalanches often start, cannonading the camps below.

AT 21,000 FEET Compagnoni and supplies (*above*) are pulled backward by windlass to Camp 5 on expedition "sled"—packing cases nailed to skis.





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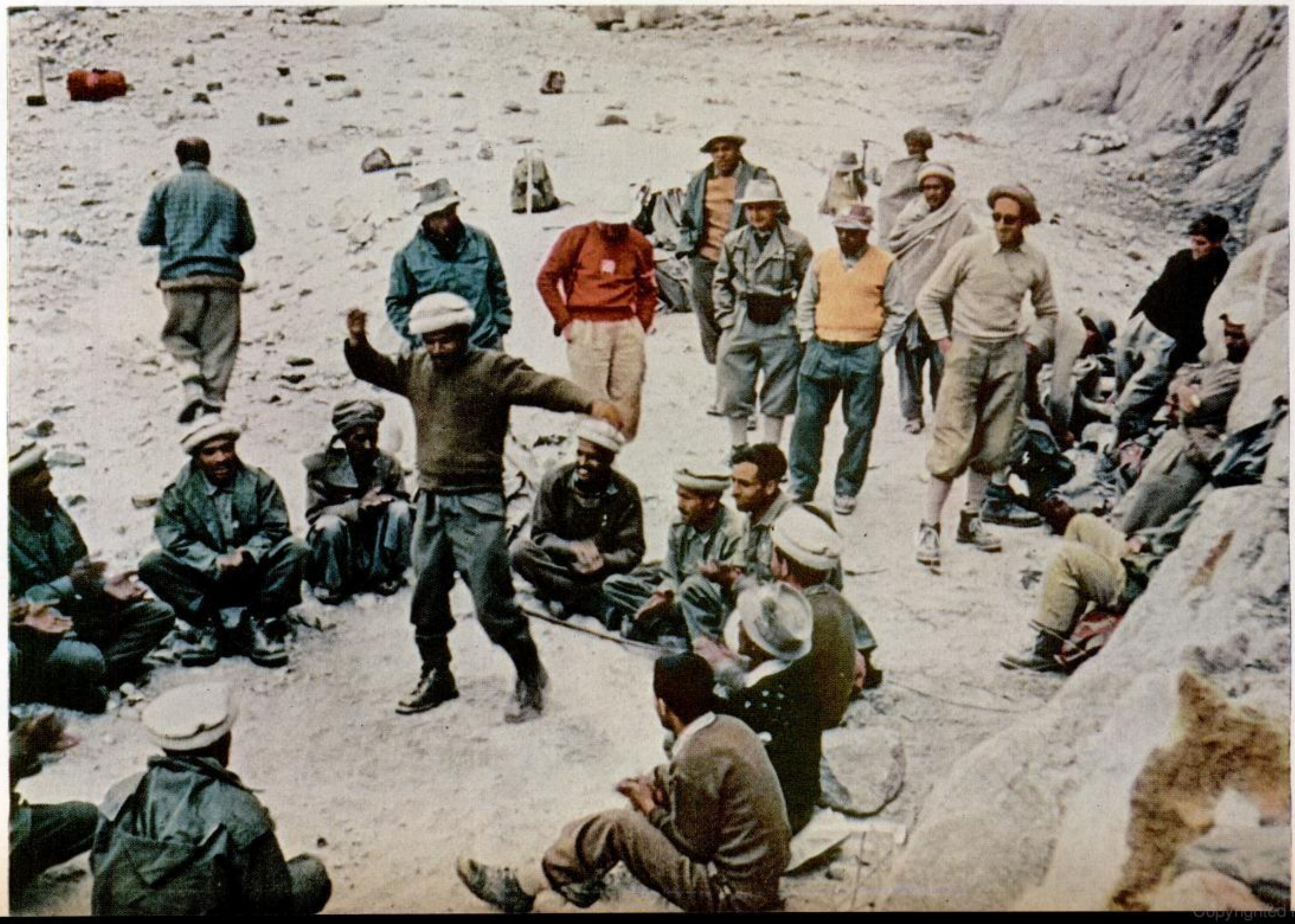
AT 26,000 FEET, Lino Lacedelli clambers up a steep, snowy slope to establish expedition's final camp 600 feet farther up. At Camp 9, above mountain's shoulder, 1,650 feet from top, Lacedelli and Compagnoni set up their lone tent, spent the night gathering their last strength, and the next day assaulted the summit.

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BANNERS OF TRIUMPH, flags of Italy and Pakistan (where K2 is located), fly proudly from a pick on summit, with other peaks of Karakorams in background.

DANCE OF VICTORY on the rocky Baltoro Glacier, on trek back from the mountain, is performed by expedition's porters to the delight of Italian climbers.



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SURVEYING THE WORLD BELOW, Achille Compagnoni flaps his arms for warmth as he stands in the bright sun and bitter cold on the conquered peak.



THE OTHER CONQUEROR, Lacedelli, stands beside useless oxygen tanks. At risk of frostbite the climbers removed gloves (*foreground*) to take pictures.

ASSAULT ON THE SUMMIT: THE CONQUERORS' ACCOUNT

On the morning of July 31, the mountain rose spangled in the summer sun 2,300 feet above Achille Compagnoni and Lino Lacedelli. Strapping on three oxygen tanks, the two men faced toward K2's last fastness. Then they started up on the final adventure, reconstructed as follows from the account they brought back to their leader and companions:

From here on the mountain posed no overwhelming difficulties of an acrobatic nature. The danger would be mainly from K2's notorious avalanches. To avoid starting any, the two hugged the gorge's left side. There in the deep snow they sank up to their knees and moved slowly. It was well past midday before they had started up the snow-covered icy surface of the cupola and stood at 27,450 feet, 800 feet below K2's crest. At this point a terrifying thing happened.

"Their bodies," expedition leader Ardito Desio relates, "began to be invaded by a kind of torpor while their heads felt as if seized in a grip of iron around the temples and their breath failed. They quickly realized that their oxygen reserves had been exhausted. The climb from Camp 9, thanks to the deep powdery snow, had . . . taken much more time than had been foreseen."

The climbers, already beginning to gasp for air as they leaned on their ice axes, now faced a horrible decision. They were nearing the height beyond which it is believed—though no one can say for sure—that man cannot live without oxygen. Even if they made the top, progress without oxygen would be so slow that the descent from K2's treacherous slopes would have to be made mostly in the dark, an almost intolerable peril.

The two men looked up at the summit, then at each other a moment, hesitating—but for only a moment. They resumed the climb, and there followed a grotesque pantomime. In the rarefied atmosphere the two men

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ROPE AND A MADONNA, DEATH AND A BATH



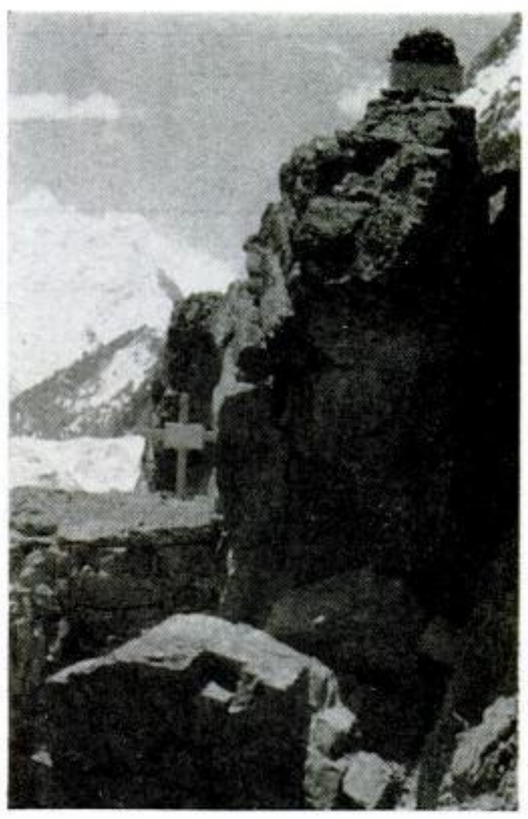
ROLLS OF ROPE are carried up mountain by porter. Because of steepness of K2, expedition used a possibly record-breaking 23,000 feet of rope.



ANXIOUS LEADER at base camp, Ardito Desio, tries radio contact with upper camps. Radio reception was uncertain, cutting camps off for days.



"MADONNA OF MILAN," given to the expedition by Milan's late Cardinal Schuster, is set into specially carved-out ice niche near base camp.



CLIMBER'S GRAVE was dug for Mario Puchoz—who died at Camp 2—near memorial to 1953 victim of mountain, American Arthur Gilkey.



FIRST BATH in four months is enjoyed by climbers. Lacedelli (*far left*) holds his frostbitten hand out of water. Compagnoni (*far right*) stays out entirely.

took each movement with ponderous slowness. A man would raise one leg and push the foot a few inches forward. He would let the foot drop heavily in the snow. The leg would sink now knee-deep, now hip-deep. Then the man would repeat this with the other leg.

After 10 of such steps each man had to stop and, leaning on his ice ax, gulp air. In this fashion the men made their way upward, in their half-consciousness thinking of no more than the next step above them.

Finally, through the torpor, they became aware of a strange thing. There was nothing above them, nothing but sky. There was no more mountain to climb.

Atop the colossus they had vanquished the two climbers fell to the ground, not far from unconsciousness. It was 6 p.m. Fighting for breath, they rested several minutes. They managed, again in grotesquely slow motions, to plant a mountaineer's pick bearing the flags of Italy and Pakistan. Dazedly they surveyed the crests of the Karakorams far below. Laboriously they took pictures of the peak and of each other. After some 30 minutes on the summit, they started down in the dusk.

The descent was made perilously in the dark. Once one of them was swept down the mountain in an avalanche, but rolled out unhurt. Again, one plunged 30 yards down an ice wall when his weakened companion who was lowering him by rope was unable to hold on. The man came to rest at the bottom of the wall, bruised but alive. After a nightmarish 3,250-foot, four-and-a-half-hour descent in the blackness the two reached Camp 8 at 11 p.m. "lurching like drunken men." They were almost crazed, apparently from the lack of oxygen. Compagnoni kept seeing a third man who actually was in Italy. They collapsed in their companions' arms.

Still their trials were not over. The next morning a storm began to gather over K2, and it was necessary to get off the upper camps quickly. Barely able to stand, Compagnoni and Lacedelli, with their companions, started down. One of the victors lost his balance and slid full speed 650 feet before stopping on the shoulder of an 8,000-foot cliff. Finally, on the evening of Aug. 2, they reached base camp. "Thus ended," wrote Desio, "the undertaking that for so long seemed doomed to failure."

One of the wonders of the K2 conquest remains that Compagnoni and Lacedelli were able to make it after their oxygen had given out. A leading Italian physiologist who plans to study the two men in this regard says: "So far we can only say it was something on the order of superhuman." Maurice Herzog, heroic conqueror of Annapurna, gives another explanation—one that has held before when man pushed back supposedly invulnerable frontiers.

"They must," said he, "have been men of very, very great courage."



SNOW-BEARDED CLIMBER Lacedelli wears a nose mask and dark colored glasses for protection from the intense sun and snow glare on the mountain.

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THE EXHAUSTED CONQUERORS, Compagnoni (left) and Lacedelli, rest at base camp after precarious descent from peak and upper camps. Lacedelli's face is swollen and bandaged from sunburn. Both men wear mittens over frostbitten hands. Compagnoni later had to have the flesh and nails of three fingers removed.

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EDITORIAL

FOR THE NATION-MINDED VOTER

Campaigning for a Republican Congress, President Eisenhower asks for "a rekindling of the enthusiasm and determination of 1952." That will come hard. His own still-potent name appears on no ballot, and some of the names that do appear wouldn't rekindle a dry cigaret, let alone the damp mulch of off-year voter apathy of which both parties complain. In this election, local issues and personalities make the political news—news which will continue to be reported in LIFE right up to Nov. 1. But here let us inquire whether the nation as a whole hasn't a stake in the outcome. In cases where local choices aren't overwhelming, which *party* should the independent voter favor—Republican or Democratic?

Eisenhower wants a Republican Congress in order to avoid the "stagnation and inaction" that our Constitution makes possible whenever Congress and the White House are controlled by opposite parties. Because he has had trouble with his Republican Congress, the Democrats (notably Harry Truman) argue "he needs a Democratic Congress if he is to go down in history as a successful President." This is of course ingenious nonsense, since even the present Republicans in Congress have given the President almost twice as much support as the Democrats on major issues. And whenever an opposition wins at mid-term and so gets as much power as a President, it can be expected to use that power with an eye single to his defeat two years later.

●

What is the chief Democratic argument against the Republicans? Steve Mitchell says it is economic, and he rightly expects a big vote where the 3,245,000 unemployed are concentrated, as in the coal, textile and automotive areas. But while you can't blame the jobless for voting their anger, a nation-minded voter cannot derive therefrom a general case against Republican economic policy. On the contrary, that record is excellent. With minimum fuss and feathers but maximum vigilance, the Administration has successfully combated the end of an inflation and the beginning of a recession, which now appears to be ending. At the same time it has reversed the longer 20-year tide toward bureaucratic centralism, cut taxes ("biggest tax cut in the history of the U.S."—Eisenhower), and restored resiliency and optimism to the free enterprise economy.

The Democrats may win farm votes because of the new flexible price-support law, but they should certainly not win arguments on it. Farmers know as well as city people that the dope-addict trend toward ever more rigid supports and bulging surpluses has to be stopped sometime, the sooner the less painfully. So with labor: it voices its old anti-Republican fears and attachments; but wages are now the largest proportion of our national income in 20 years.

Negroes may vote Democratic from habit, yet Eisenhower (quite apart from the Supreme Court's historic school decision) has done more to confirm and advance Negro rights than any President since Lincoln (LIFE, May 31). Even the McCarthy problem, which has so stunk up these two years, has been checked in a way that vindicates, if it cannot beglamor, Eisenhower's long-suffering inaction. All in all, in domestic matters, Eisenhower has done a large part of what he set out to do and the country is the better for it.

●

In foreign policy, on the other hand, there *is* a general case against this Administration. The many particular successes attributable to Dulles' technical competence (Iran, Suez, MANPAC, etc.) do not make up for the steady decline in the free world's morale and strategic position. Friends of the Administration can plead the impossibility of its choices (notably in Indochina) or the indecisive state of American opinion. Political bows are taken for the temporary absence of shooting. The fact remains that the world barometer is falling faster than this nation has been reacting to it.

Dean Acheson, in the current *Yale Review*, says that a President must learn to be decisive in foreign affairs—more like Truman. He implies that Eisenhower has not learned this lesson. The argument is timely, all right. But it is not a good argument for the Democratic party.

Eisenhower's foreign failures were deeply conditioned by his inheritance of Democratic nondecisions (as in Indochina) and wrong decisions (as in China). This does not excuse Eisenhower, but it forces a look at the alternative. The Eisenhower record in foreign affairs is one of painful caution groping for the global initiative. The Democratic record is one of lavish partiality, heavily salted with appeasement.

Appeasement will be the great temptation to American policy these next two years. Of the two, the Republican party is less vulnerable to it. It is also therefore the likelier to develop that still-awaited policy of confidence and forward motion that can alone restore to the free world a preponderance of power against the Communists.

The Eisenhower party has within it the men and the aims that can both continue their domestic successes and forge the foreign policy we need. These same men and aims are also the best hope of the Republican party, whose modernization is being speeded by the experience of responsibility and the pace of events. The immediate future of the Republicans and the immediate future of the Republic are therefore as closely linked as they were when American voters linked them two years ago. The nation has a double stake in the continuance of a Republican Congress: it will work with the White House and it is the better bet to surmount the deepening Communist crisis.

HOW TO HELP THE COMMUNISTS

Doubtless the white supremacists who succeeded in keeping Negro children out of a Milford (Del.) school (*see p. 46*) hate Communists as much as they shun Negroes. They would punch anybody in the nose who told them that they were aiding and abetting the Communist cause.

The truth is that such activities lend just enough substance to Soviet propaganda to let it get away with ludicrous but vicious hogwash like the movie *Silvery Dust* (*see pp. 83–88*) which is getting wide showings in Communist satellite countries. It portrays rapacious American capitalists, fighting over a murderous new radioactive powder, using some railroaded Negro "guinea pigs" to test the stuff.

American Negroes would laugh at such a movie in 1954, a year when the Supreme Court, including three Southern justices, has unanimously decreed an end to segregated schools; when a Negro, Ralph Bunche, is now an undersecretary-general of the United Nations and the top-ranking American on the U.N. staff; when Negroes are sitting on school boards in several Southern cities; when the U.S. saw its third consecutive year without a lynching and when three of the most popular stars of the World Series-winning Giants were Negroes (Willie Mays, Monte Irvin and Hank Thompson). Moreover, even the school troubles had their positive side, as in Baltimore where the authorities unhesitatingly used police to keep Negro students in unsegregated schools (*see p. 45*). *Silvery Dust* will do a service if it reminds Americans that these examples of true democracy at work—and not that of Milford—are those which all of us should follow.

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AN OLD BACKER GIVES BEVAN THE BUSINESS

At the British Labor party conference in Scarborough last week the inflammable issue of German rearmament, which had divided the party, was under debate. Up stood M.P. Desmond Donnelly (*foreground*), long a supporter of Aneurin Bevan (*second from right*), leader of labor's opposition to the plan. But this time Donnelly, after recent visits to Red satellite countries, was not backing Bevan. Thrusting an accusing finger at his old friend, Donnelly shouted, "Some people will bear a heavy responsibility in history for their folly." Bevan flushed and Donnelly was drowned out by wild boos and cheers. The Attlee-supported resolution endorsing West German rearmament passed, though by only 248,000 out of some six million votes, thereby bolstering Britain's stand at the nine-power conference (*pp. 38, 39*).

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KONRAD ADENAUER
WEST GERMANY

GAETANO MARTINO
ITALY

JOSEPH BECH
LUXEMBOURG

PIERRE MENDES-FRANCE
FRANCE

A LONG STRIDE FOR THE WEST

Nine powers agree on Germany

In the gilded magnificence of London's Lancaster House the diplomats of nine Western powers met to apply an old Anthony Eden maxim: "We must dare once more and do better." Doing better, now that France had killed EDC, meant finding a way to bring a rearmed West Germany into the anti-Communist alliance.

Eden wanted to expand the five-power (Britain, France, Belgium, The Netherlands, Luxembourg) Brussels treaty of 1948 to include Germany and Italy. Secretary Dulles sought to placate the French on Germany, renewing a U.S. pledge to stay in Europe. But it was Eden who dropped the diplomatic H-bomb. Reversing a British tradition of "splendid isolation," he pledged his country to keep troops on the continent under a multi-nation authority.

Even then France's Mendès-France hedged, demanding a complicated set of arms controls, which threatened to wreck everything. It was Dulles who finally initiated a simpler, acceptable compromise formula. Mendès-France, who helped kill off EDC, was also pledged to fight for this agreement in the French parliament. The hopeful West would have to wait and see.



JOHAN BEYEN
THE NETHERLANDS

JOHN FOSTER DULLES
UNITED STATES

ANTHONY EDEN
GREAT BRITAIN

PAUL HENRI SPAAK
BELGIUM

CANADA

LESTER PEARSON
CANADA



BURNING BOATS IN A RED RIVER

Chiang's aviators hit Communists

As the rumble of Red artillery growled on at Quemoy (LIFE, Sept. 27) Chiang Kai-Shek's U.S.-equipped air force ranged along the China coast seeking game in season. In the Kiang River near Shung Chi a flight of F-47s flushed a covey of Communist gunboats, dived down to skip bombs off the water into them, then turned back to hit them again with rockets. They left three of the boats burning and a fourth (*left, center*) lying on its side in the narrow channel near some sandbanks. Elsewhere along the river the planes got two more Communist gunboats. Chiang's Chinese pilots did not hit the Chinese town. What looks like bomb damage in this picture are patio openings and craterlike rain-water catch basins.

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BATCHELOR'S ACCUSERS included (*from left, front*) Cpl. Robert Ghyers, Sgt. Clarence Peterson; in second row, Pfc. James Ferguson, Sgt. Billy Clark, John Megyesi (*white shirt*); third row, Sgt. John Wells, Pfc. Wesley Biers, Sgt. Bernard Buli, Sgt. John Fields, and Wilburn Watson (*glasses*) whom Batchelor told Reds to shoot; rear, Shirley Grimmett, Robert McGreevy (*checked shirt*), Conley Bennett, Cpl. Charles Lex. Ferguson, Biers and Lex did not take stand.

A GI'S PRISON MATES ACCUSE

And help convict Claude Batchelor of aiding the enemy in Korea

The grim-faced soldiers and ex-soldiers on a barracks porch at Fort Sam Houston, Texas, were last week ending an unpleasant duty. They were testifying that Cpl. Claude Batchelor, who like them had been a prisoner of the Communists in North Korea, collaborated with the enemy and informed on fellow prisoners. When all the evidence was in, an Army court-martial, eight officers who had served in Korea, quickly found Batchelor guilty on five counts, including the accusation that he had advised the Communists to shoot an American private.

Batchelor was at first one of 23 "progressives" who refused repatriation last winter as the war ended. He later changed his mind. With him last week in court was his mother, Clara Mae Batchelor. Together they heard the verdict and the sentence: if all appeals fail, the 22-year-old corporal, who is the third American prisoner of war to be found guilty of collaborating with the enemy in Korea, may spend the rest of his life at hard labor.



HEARING SENTENCE of life in prison, Claude Batchelor and mother stare somberly into space.

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A YOUNG MOB TESTS A CITY

In face of violence, Baltimore remains firm on desegregation

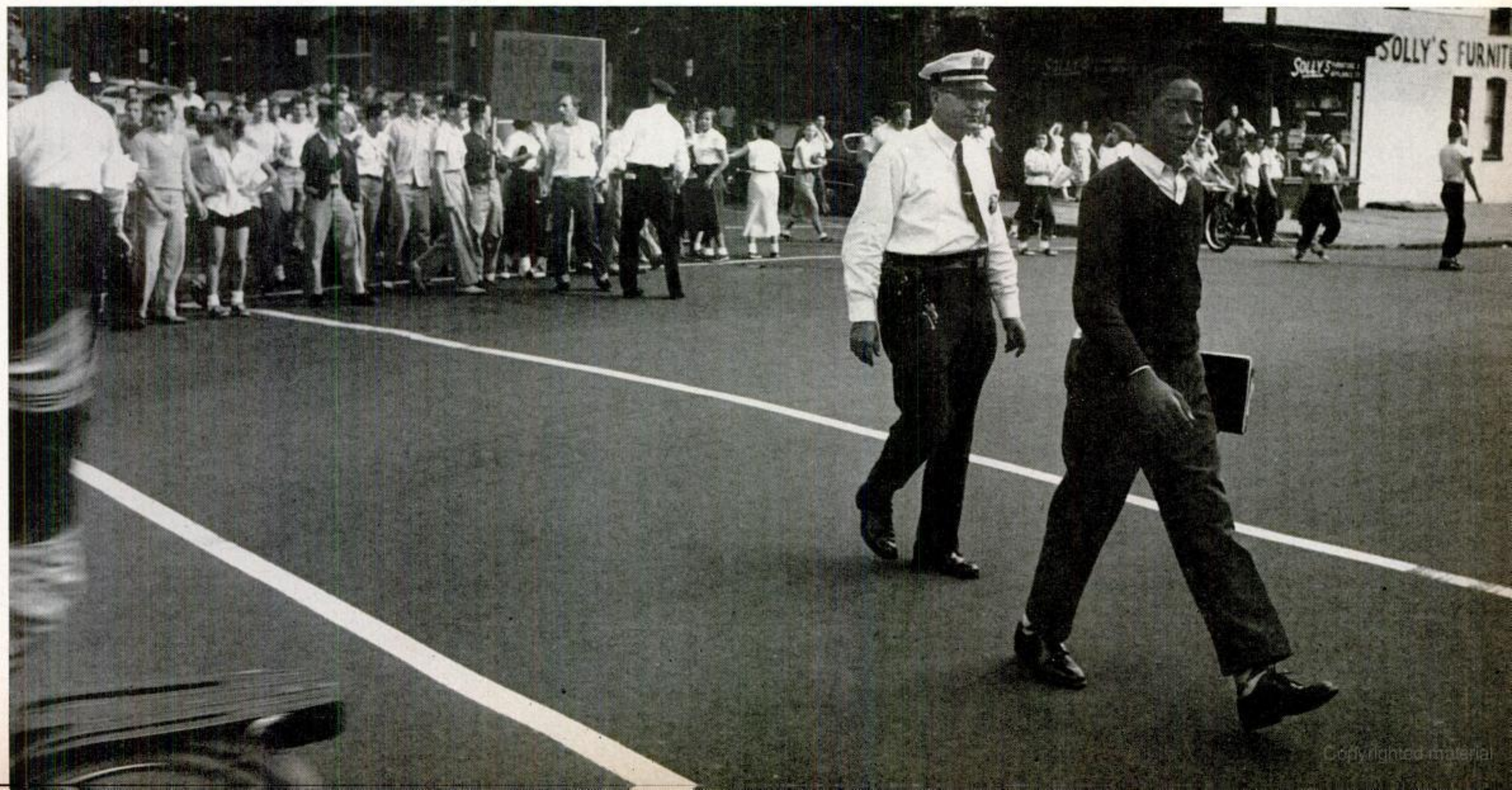
This fall, complying with the Supreme Court decision against racial segregation in schools, Baltimore opened its schools on a nonsegregated basis—rather than wait, like most Southern communities, for final directives from the Court. For a month the integration of 34 Negroes with 1,758 white students at Southern High went smoothly. Last week word reached Baltimore that professional prosegregationists were making out successfully in Milford, Del. (*next page*). Then the streets near Southern High School were filled with the ugly sounds and sights of bigotry in full pack.

First, parents of white pupils in four south Baltimore elementary schools kept most of their youngsters home as a belated boycott. Then Southern High students took the cue from their elders. Hundreds of absentee teenagers stationed themselves outside school with crude signs they carried or gave to others (*left*). The crowd swelled with adults. Inside, some of the Negroes who had come to classes for the day took advantage of an offer to leave early. When the final bell sounded, the crowd of 800 was ready. As four of the remaining Negro students left, the mob rushed at them angrily. Police, moving in quickly, arrested six from the crowd and kept things under control.

Baltimore officials knew their troubles were not over and pleaded for "cool heads and calm judgment." But this was a serious test for the city and they made it clear that, troublemakers or no, nonsegregation was there for keeps.

PINT-SIZED PAWN of demonstrators, still too young to be in school or to read the sign an adult has placed in his hand, carries a banner denouncing the presence of Negro students at Southern High.

HOMEWARD BOUND FROM SCHOOL, LEON THOMPSON, 14, WALKS DOWN STREET PROTECTED BY POLICE AND TRAILED BY JEERING CROWD OF SCHOOLMATES



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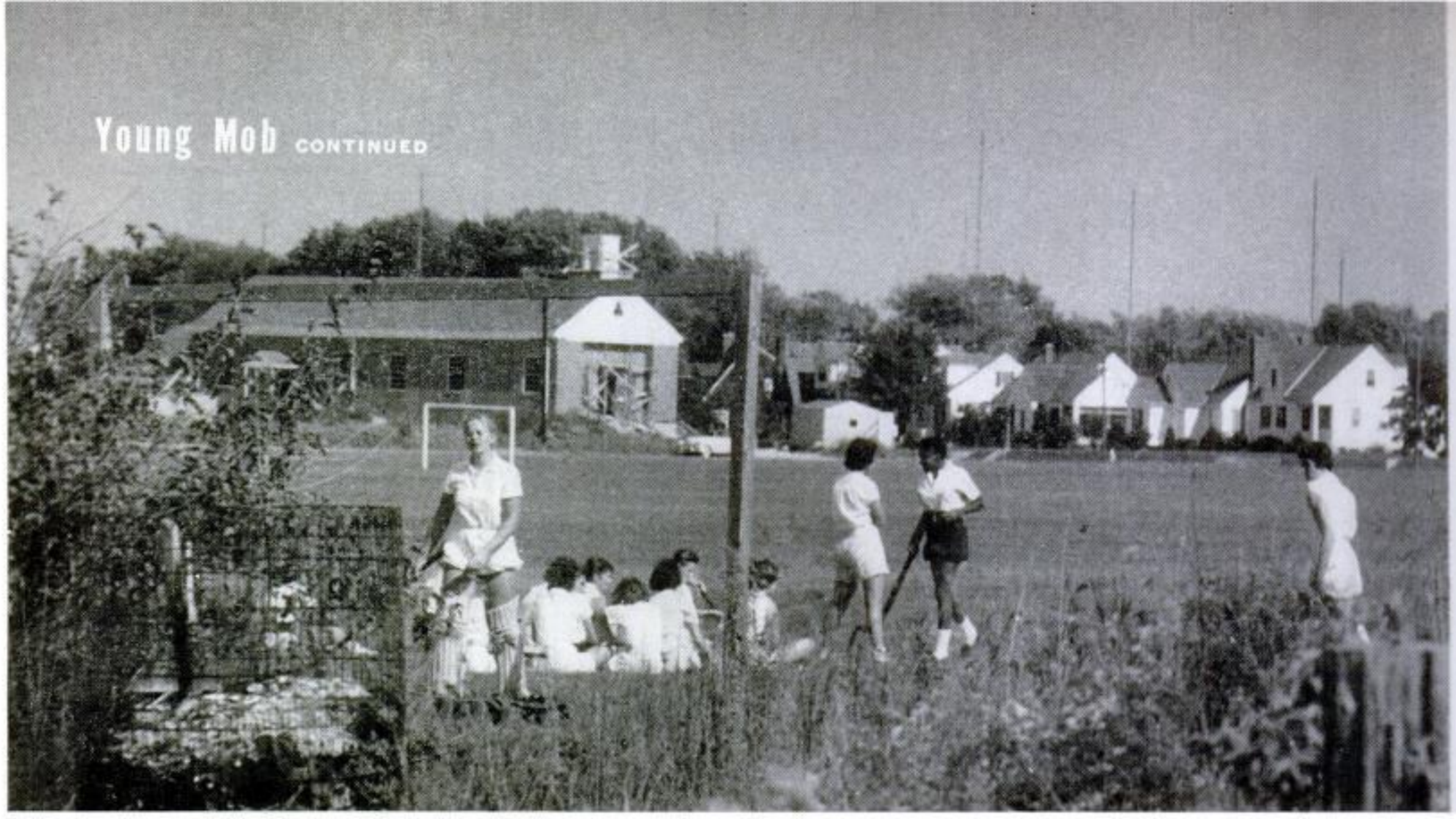
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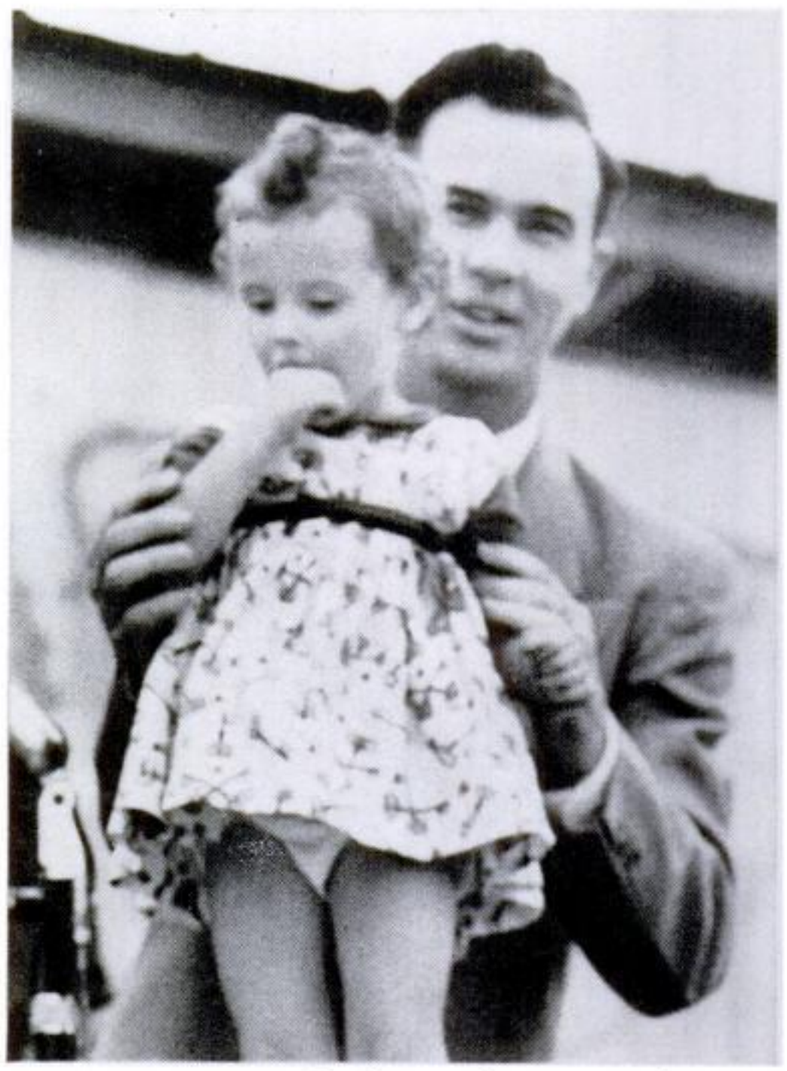
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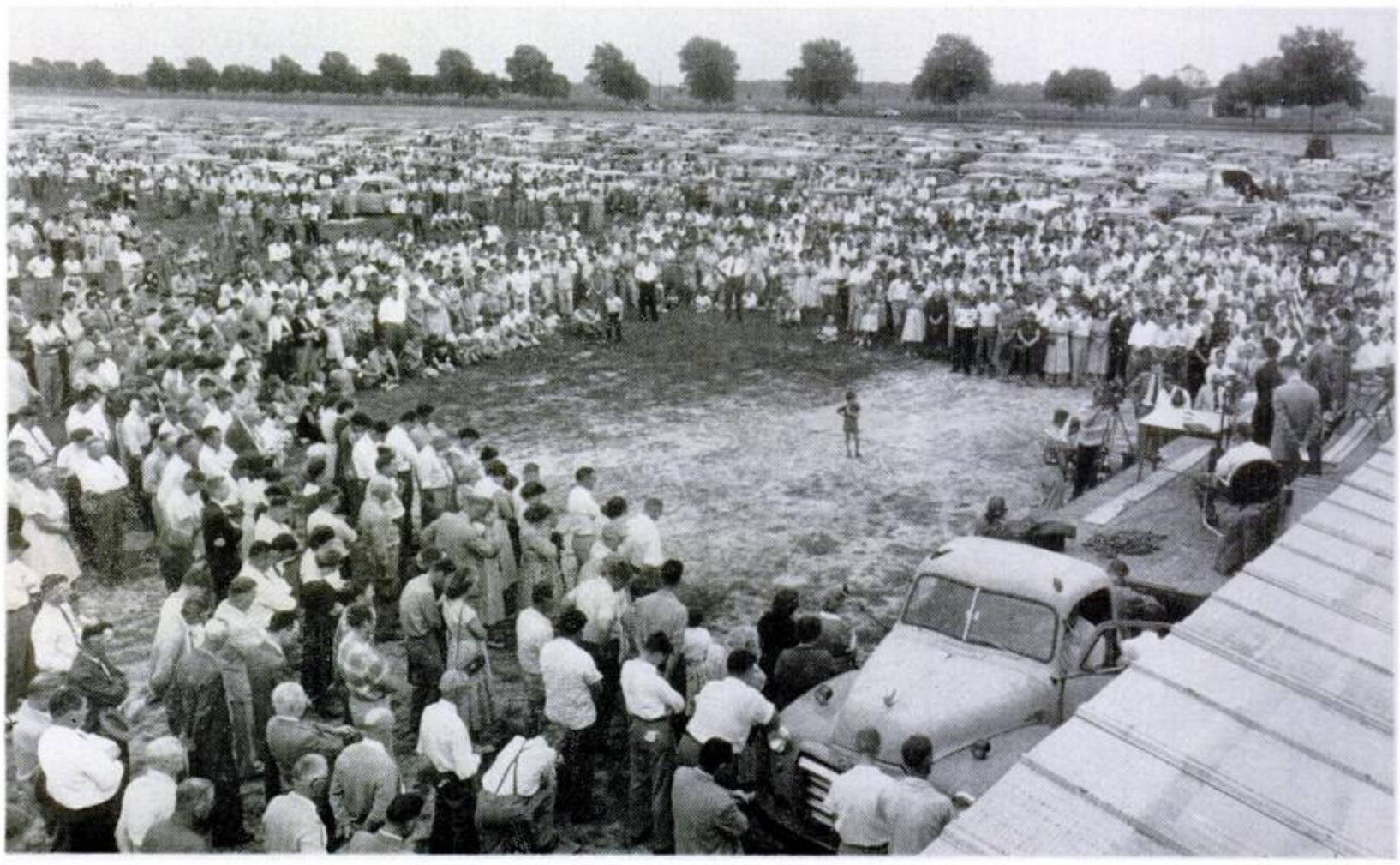
MIXED TEAMS of white and Negro schoolgirls play field hockey during gym period at Milford school after it was reopened by state officials. Now banned once more, some Negro students have to travel 20 miles to school.

AN OUTSIDER STIRS UP SMALL TOWN TROUBLE

As in Baltimore, officials in the town of Milford, Del. (pop. 5,179) complied promptly with the desegregation decision and opened the high school to 11 Negro students at the beginning of the term. They quickly closed the school down after threats of violence. State authorities took over, reopened, admitting the Negroes. But into Milford came Florida-born Bryant Bowles, 34, a small contractor with a propensity for brushing with the law over bad check charges. Using a loudspeaker-equipped plane Bowles summoned a large protest meeting (*below*) and set himself up as leader of the prosegregation forces. He spoke of "gunpowder" and urged parents to keep their youngsters home. He also passed out membership cards for something he called the National Association for Advancement of White People and sold enough to claim credit when a new school board took over and once more turned out the Negro students, pending a Supreme Court decision on desegregation procedure.



TROUBLEMAKER Bowles says daughter won't attend school "with Nigras while there's breath in my body."



LISTENING TO BOWLES, a Sunday afternoon crowd jams airport as he rants against desegregation and solicits members for his NAAWP at $5 a head. He claims he collected $3,510 in dues in week in the Milford vicinity.

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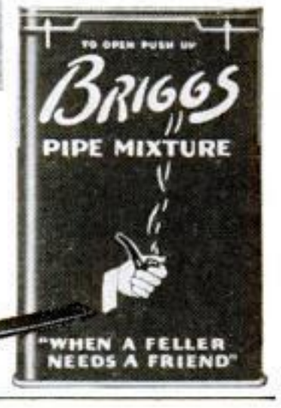
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No doubt about it!

BRIGGS smokes 3 ways better!

1. Friendly Natural Aroma
2. Mellow Tasting and Mild
3. Stays Lighted Longer



The best tobacco your pipe can hold!

15¢

REEVES

"first in functional fabrics"



This Mountie Parka is styled by North Point of lightweight yet heavy-duty Reeves combed cotton sateen...a truly *functional* fabric that looks better, wears longer, is durably water-repellent. Warm quilted lining. Red, green, brown, navy, O.D. Sizes 4-20, about $21. At leading stores.

LOOK FOR THIS TAG
... your assurance of fabric satisfaction.

For stores near you write Energy Mfg. Co., Finch Bldg., St. Paul 1, Minn.



Fabric by REEVES BROTHERS Inc., 54 Worth St., N.Y.

LIFE ON THE NEWSFRONTS OF THE WORLD

Russian hint for A-bomb agreement, scandal in France, typhoon in Japan

The eight-year-long debate between the U.S. and the U.S.S.R. on atomic disarmament seemed to move into new ground last week. In a U.N. speech Andrei Vishinsky offered a proposal that drew Western interest because, after a routine abuse of the U.S., there were hints of a change on two points the West had been trying to get Russia to accept: first, that nuclear and conventional weapons must be considered jointly; and second, that disarmament demands inspection and control. Meanwhile the U.S. plan for a world agency for developing atomic energy for peaceful uses was moving forward in discussions with the original countries invited by the U.S.—Britain, France, Canada, Australia and South Africa.

Temperamental Tenor Mario Lanza, making his TV debut, mouthed words while a record played. Queried afterward, Lanza said the songs had been recorded a week before, common TV procedure. Then word leaked out that the records were three years old and that Lanza was unable to sing, weakened from dieting 40 pounds off his rotund frame.

Defectionist brings news of Noel Field

In 1949 Noel Field, a former State Department officer with alleged Communist connections, flew to Czechoslovakia, presumably to work on a book. Three months later, hearing nothing from him, his wife followed. Then Field's brother Hermann also went



NOEL FIELD AND SECURITY OFFICER SWIATLO

searching. The disappearance of the Fields became an international mystery. Last week came news of the trio. In Washington the U.S. produced a Polish secret police official who had defected from the Communists. Josef Swiatlo said he had arrested Hermann in Warsaw in 1951. He had also interviewed Noel and his wife in a Hungarian prison. Swiatlo said he believed the Fields, all charged with espionage, were dead, quoted Poland's president as saying about Hermann in 1951: "Field lives too long." Said Swiatlo, "Such an opinion . . . is the equivalent of a death sentence."

A French political scandal came to a head when police arrested Jean Mons, secretary of the National Defense Committee, and two of his assistants and charged them with passing records of top-secret conferences to the French Communists. The information may have helped the Russians during the Indochina negotiations and the Geneva conference. So thorough were the French police that no committee members—not even President Coty and Premier Mendès-France—were exempt from surveillance.



BODIES FROM TOYA MARU WERE WASHED ASHORE

Storm over Hakodate

A raging typhoon ripped across northern Japan last week, taking an estimated toll of 1,500 lives. Most of the casualties came in five shipwrecks. The ferry *Toya Maru*, putting out from Hakodate harbor with some 1,300 passengers, 59 of whom were Americans, was flipped on its side by the waves. Only 186 managed to reach shore. Two were Americans.

Tough, autocratic Pat McCarran, Democratic senator from Nevada for two decades, was the very caricature of a senator, with his flowing white hair. Entering the Senate in the landslide of 1932, he gravitated to the right, wound up a close friend and early supporter of Senator McCarthy and the sponsor of the often criticized McCarran Immigration Act. Last week, in his favorite element of giving a political speech in Hawthorne, Nev., Pat McCarran, aged 78, collapsed and died of a heart attack.

Settlement on Trieste

Except for the signatures, the long-disputed argument between Italy and Yugoslavia over Trieste was virtually settled last week. The final territorial question, concerning a strip of land a thousand yards long and a mile deep, had been resolved by a U.S.-proposed compromise, and at week's end it looked as though only a few more days where needed before Britain, the U.S., Italy and Yugoslavia would settle a problem which has nettled the West since the end of World War II.

In Oklahoma City 30 generals and Army Secretary Robert Stevens gathered to present the 45th National Guard with battle streamers from Korea. Watching the ceremony, a World War I veteran suddenly leaped to his feet and booed. Hustled away by police, the ex-private said he had always wanted to boo a general and the occasion was just too much for him. He was released.

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Baker's Blonde Brownies

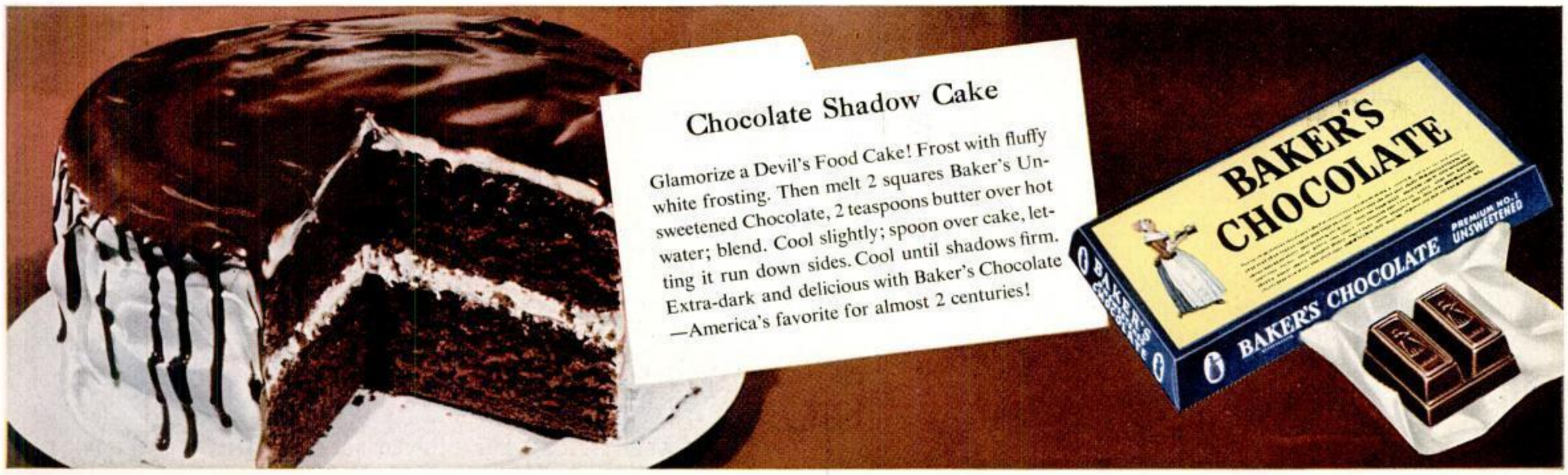
Lusciously studded with Baker's Chocolate Chips

1 cup sifted flour
½ teaspoon Calumet Baking Powder
⅛ teaspoon soda
½ teaspoon salt
½ cup chopped nut meats
⅓ cup butter or other shortening
1 cup firmly packed brown sugar
1 egg, slightly beaten
1 teaspoon vanilla
½ package Baker's Semi-Sweet Chocolate Chips

Be sure to use *Baker's* Chocolate Chips—they simply can't be matched for flavor and quality . . . stay firm through baking!

To sifted flour, add baking powder, soda, salt; sift again. Add nuts. Melt shortening in saucepan; remove from heat. Mix in sugar. (Add 1 tablespoon hot water, if vegetable shortening is used.) Cool. Stir in egg and vanilla. Add flour mixture gradually, mixing well. Spread in greased 9x9x2-inch pan. Sprinkle chocolate chips over top. Bake in moderate oven (350°F.) 20 to 25 minutes. (Do not overbake.) Cool in pan. Cut in 24 bars.

Chocolate makes it good...Baker's makes it best



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Everyone's switching to

...at better bars



Here's how I make it!

Pour a generous jigger of Calvert Reserve over two ice cubes; add just a splash of mixer; trim if you wish with a twist of lemon peel.

Be sure to use Calvert, because it takes Calvert's whiskey-rich flavor and superb *smoothness going down* to make a "Lo-Ball" taste so good. Just try one. See for yourself why so many folks are switching to the Calvert "Lo-Ball" — and why millions have switched to Calvert, now one of the world's two largest-selling whiskies.

Treat yourself to a Calvert "Lo-Ball" today! Umm-m-m!



Calvert Satisfies like no other whiskey!

BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS COMPANY, NEW YORK CITY

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the Calvert "Lo-Ball"

...in friendly homes



Here's how you serve it!

Use these specially designed "Lo-Ball" Glasses with your initial hand-carved! Send for them now!



- Four stunning, crystal-clear 7-oz. glasses for only $1.00 (less than half certified retail value).
- Your initial hand-carved on each glass.
- Made for us by famous manufacturer of quality glassware.
- Use to serve "Lo-Ball", Old-Fashioneds, Martini-on-the-Rocks, etc.
- Each set accompanied by easy-to-make recipes.
- Handsome as a gift . . . order now for holidays.

MAIL THIS COUPON TODAY!

PLEASE SEND ME _____ sets of 4 Calvert "Lo-Ball" glasses and recipe folder. I enclose $_____ to cover cost of glasses and mailing. (*Enclose $1.00 for each set. Limit of 3 sets.*)

My initial, to be hand-carved on glasses, is _____.
(*One initial only*)

Name _____
(*Please print*)

Street _____

City _____ *State* _____

Mail to Calvert, Box 5068-C, Chicago, Ill.

(Offer void if taxed, prohibited, or otherwise restricted by state or municipal laws. Limited to U.S.A., its territories and possessions. Delivery of glasses takes about four weeks. Offer expires December 31, 1954.)

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make Fancy Pants Hamburgers

Of course, you don't *need* special recipes for Hunt's Tomato Sauce — you can simply add it to *your own* favorites.

For example, when you fry just plain hamburgers, brown one side, turn, and pour in a can of Hunt's. When they're done, the bubbling-hot sauce will be deliciously blended with the meat juices.

As for Fancypants Hamburgers, they're really special! Men love them because Hunt's adds honest-to-goodness tomato flavor. *All* tomato — no "soupy" flavor, no starchy fillers. The beautiful color and rich flavor tell you why it's America's favorite. *Try it!*

1 lb. chopped beef 2 tablespoons fat
4 slices sharp cheese
1 can Hunt's Tomato Sauce

Season beef and form into 8 thin hamburger cakes. Place slices of cheese on four of the hamburger cakes. Cover them with the remaining four and pinch the edges together to enclose the cheese completely. In a skillet brown the cakes on one side in hot fat. Turn them and pour over them 1 Can Hunt's Tomato Sauce. Simmer for 8 to 10 minutes, basting occasionally. Serve piping hot. Makes four servings.

Guaranteed by Good Housekeeping



Hunt – for the best

DELICIOUS RECIPES! *One on the back of every can of Hunt's Tomato Sauce. Look for them at your grocer's! Hunt Foods, Inc., Fullerton, California*

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MITHRAS HEAD is held by William Grimes of London Museum, excavation leader, proved temple was dedicated to Mithras.

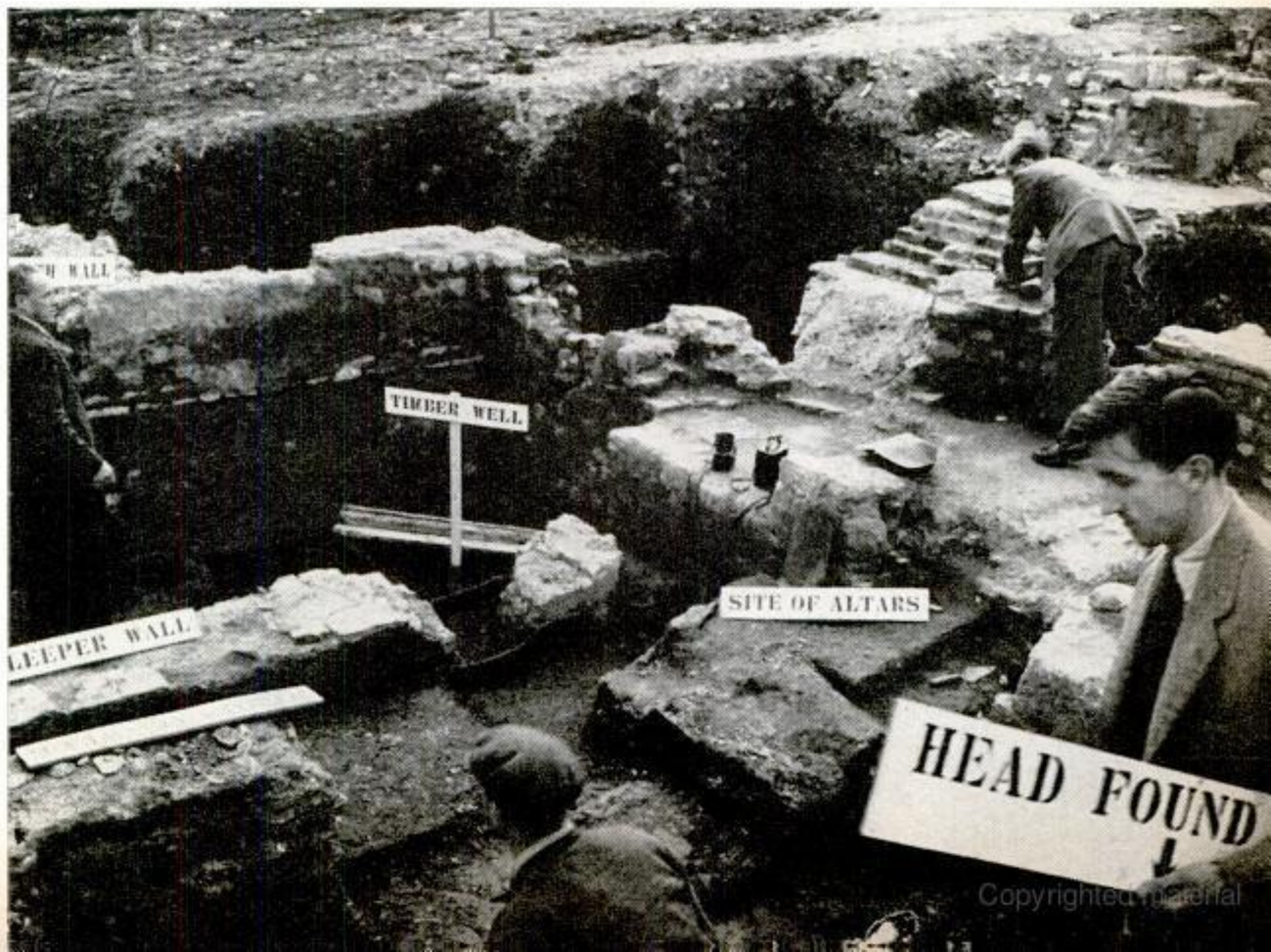
RAILED-OFF RUIN, inspected by Londoners, lay under office buildings before blitz. Church in background is St. Mary-le-Bow.

HELPFUL SIGNS mark plan of temple. Sleeper wall (which means a low wall which carries a superstructure) supported a row of columns. The curved wall (*right*) resembles the apse of Christian churches. The timber well was a wood-lined water hole.

OLD CITY'S NEW SIGHT

Londoners line up to see excavated Roman ruin

Last week tradition-minded Londoners were queueing up 30,000 a day to look at a cluster of low, mud-caked walls not far from St. Paul's Cathedral. They were the foundations of a Second Century Roman temple dedicated to the Persian god Mithras, a deity worshiped in the Roman Empire. Archaeologists had stumbled on the walls during their search for antique remains which has been going on since the war amid the rubble left by the London blitz. An interesting aspect of the temple is that its plan anticipates the traditional design of Christian churches. But the ruin lies on a piece of land which is worth $850,000, the site of a planned 14-story office building. So while archaeologists hurriedly finished measuring the ruin and builders waited for word to tear it down, the government debated whether to sacrifice the ancient god Mithras to the modern god Progress.



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Electronic Thermostat outside your house varies indoor temperatures as the weather changes

Honeywell Electronic Moduflow gives you wonderful new comfort. Based on this new principle: To have constant comfort you need varying—not fixed—indoor temperature.

Electronic Moduflow is superior to all other home temperature control systems.

It alone features an electronic thermostat mounted *outside* your house—where the weather is.

Tests show the last word in healthful comfort is secured by varying indoor temperature in relation to outside temperature.

With Moduflow in your home, your heating plant will automatically vary the inside temperature as the temperature outside rises or falls. This means your house is always bathed in a gentle glow of perfect comfort.

Electronic Moduflow is eight times more sensitive than ordinary systems. This means its control is far faster and more accurate.

With Electronic Moduflow, your house is never too hot—never chilly. You say good-bye to cold, drafty floors. And because there is no more overheating or underheating, you get the most good out of every fuel dollar you spend.

Electronic Moduflow is also available in a year-round model—to control your central cooling plant in summer, too.

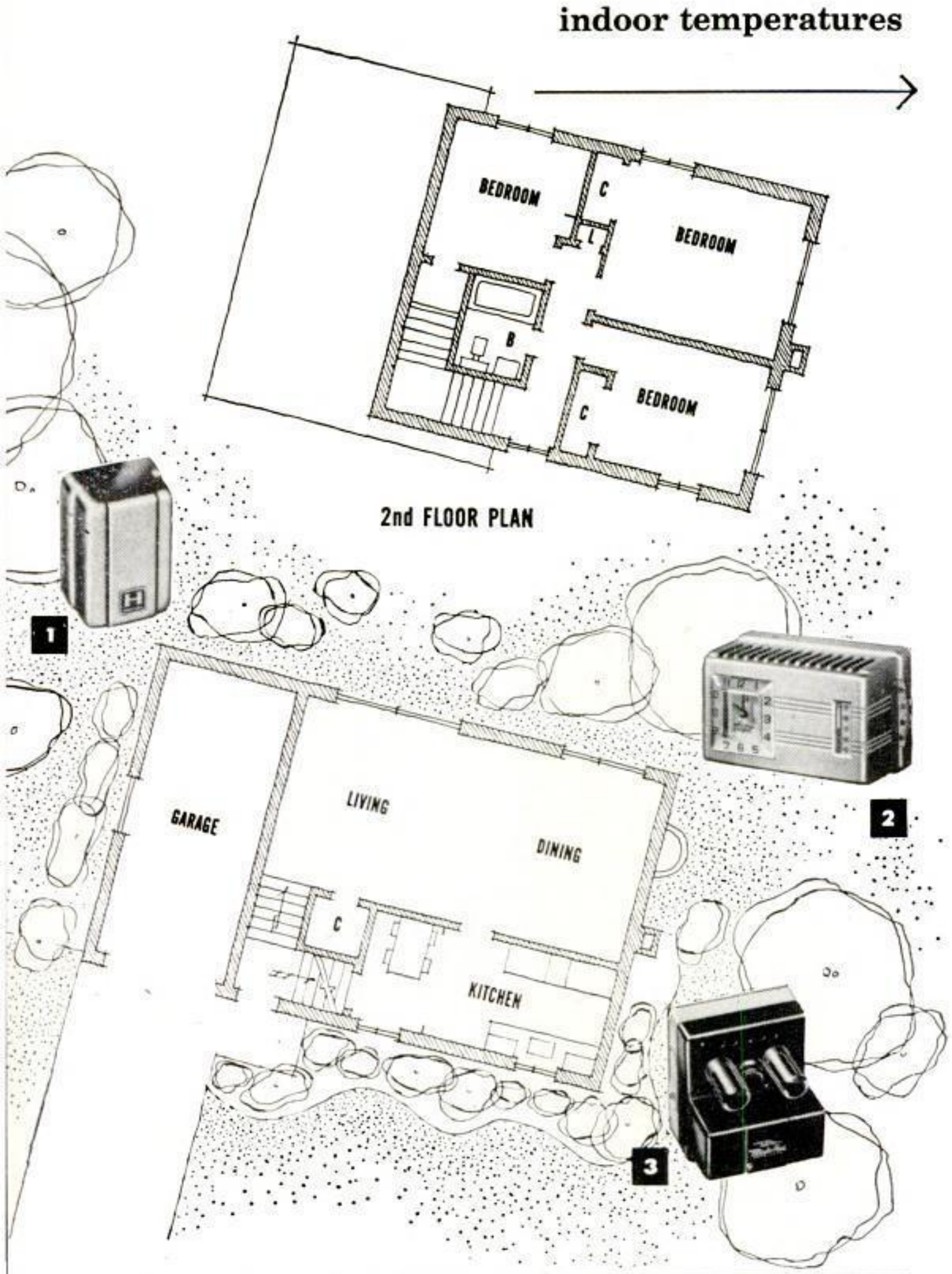
How Electronic Moduflow works →

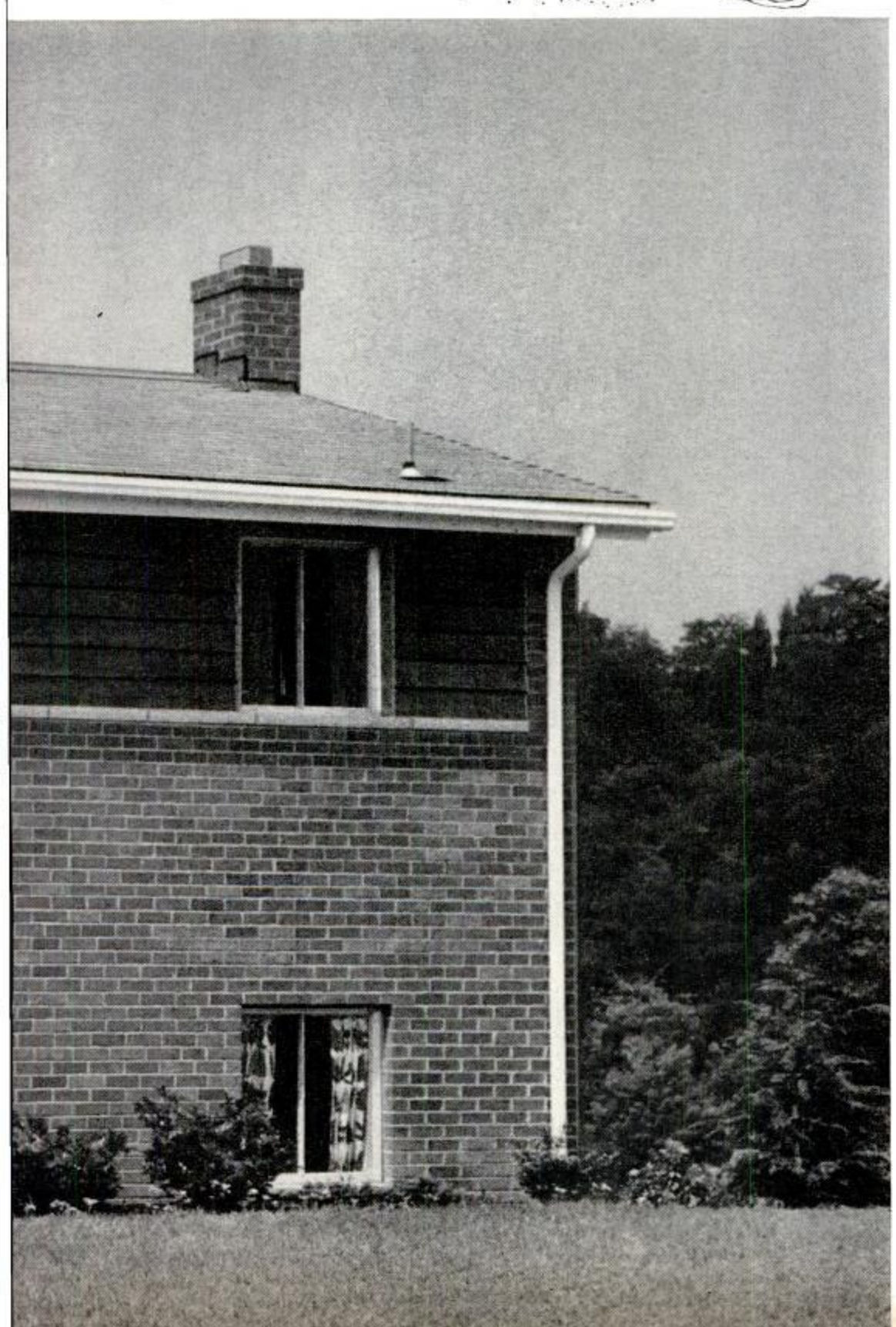
Only three simple parts make this wonderful system work. The Electronic Weathercaster **(1)** mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat **(2)** what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in your living room, signals the Relay Amplifier **(3)** which *automatically* tells the heating plant to provide the amount of adjustment required to keep your home at the right temperature—no matter how changeable the weather.

Electronic Moduflow home in Gilmore Acres, Pittsburgh, Pennsylvania, suburb. Cost in Pittsburgh: $15,950.
Builders: Catranel Builders, Developers & Realtors. Designed by Robert B. Houston. Electronic Moduflow installed by Geiger & Sons and William Black.



Why you need varying indoor temperatures







Discomfort – with constant indoor temperatures

A fixed indoor temperature does not mean you'll be comfortable. Tests show that if indoor temperature is *merely held constant* as the temperature outdoors falls, you feel chilly and uncomfortable. This happens with ordinary temperature control systems. Because as the walls of your home become colder they "draw" increasing amounts of heat from your body.



Comfort – with varying indoor temperatures

With Electronic Moduflow in your home, the colder it gets outside, the higher the temperature inside becomes. Colder walls are offset by this higher inside temperature. For example, when the outside walls of your home grow colder, you may require 74° to feel comfortable. And previously you were comfortable at 71°. Electronic Moduflow solves this personal comfort problem automatically—and gives you wonderful new comfort in your home.

Roland S. Catarinella, a leading eastern builder



Roland S. Catarinella is president of Catranel Builders and Developers, important Pittsburgh building firm. The house you see here is one of 600 the company has built to date. The firm's record also includes 200 apartment units and a Florida hotel. Under construction at present are another 300 homes—all with Honeywell Electronic Moduflow.

No house is a modern house without Electronic Moduflow

When you're buying a *new house*, Electronic Moduflow can be included in your financing. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. The price, $199.40, includes average installation cost. With a home improvement loan you can pay as little as $6.39 a month.

See your builder, heating dealer or architect *today*. Insist on this truly *modern* temperature control system for your present home or the one you are planning to build or buy.

Write today for free book, "The Story of Electronic Moduflow." Also the name of a nearby dealer. Write Honeywell, Dept. 2856, Minneapolis 8, Minn. In Canada, Leaside, Toronto 17, Ontario.

For heating or cooling

MINNEAPOLIS **Honeywell**

Electronic Moduflow

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Fine and firm and soft like Kleenex tissues

Get Delsey in white or in your favorite bath towel colors —pink, yellow, blue or green.



Tears clean at a touch! No shredding, no waste with Delsey—the new, finer toilet tissue. It's made to tear evenly, last longer. And with Delsey* you get Kleenex* softness and absorbent double-ply strength. Ask for Delsey where you buy Kleenex.

*T. M. REG. U. S. PAT. OFF.

Be thrifty—buy quality—buy Delsey

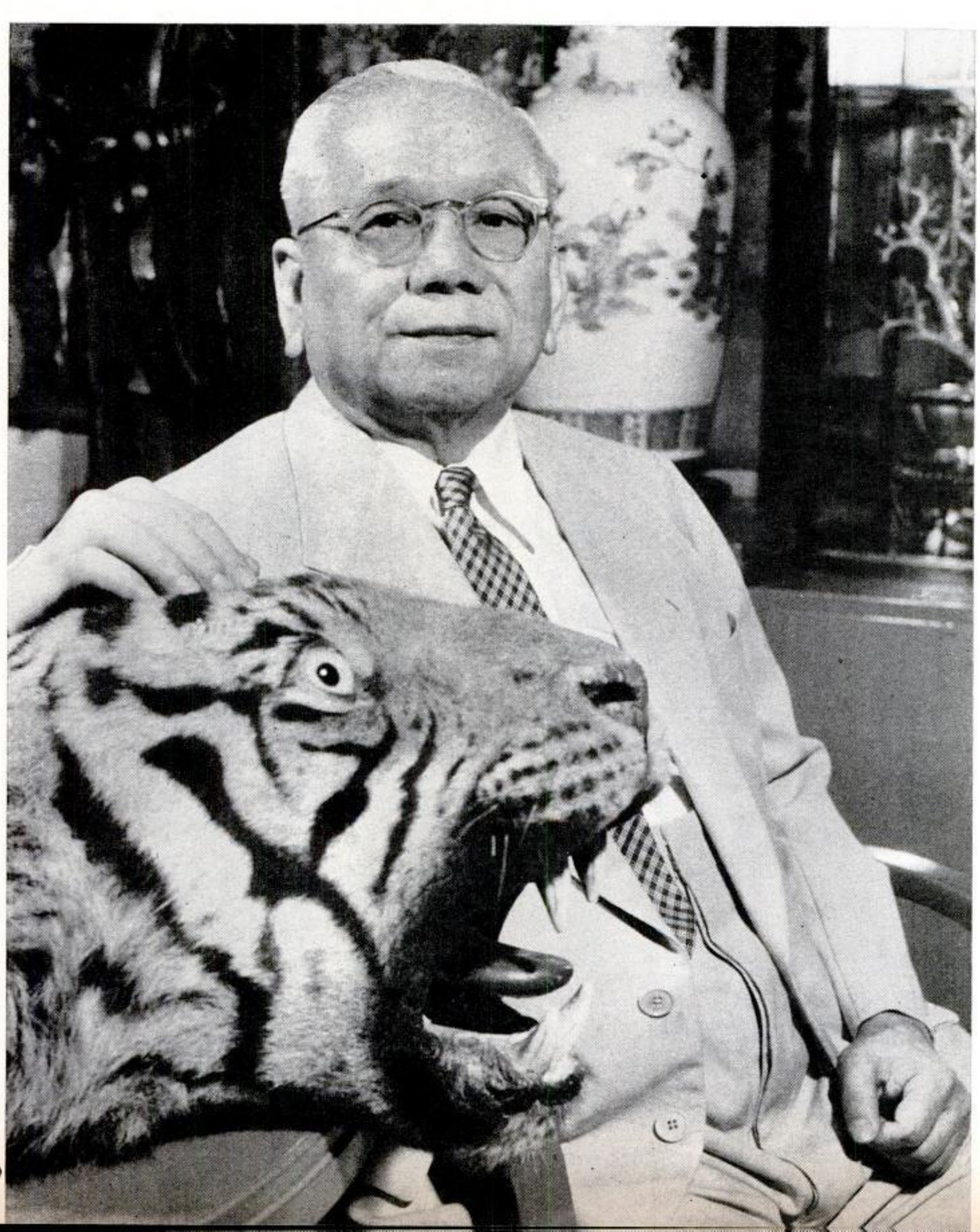
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KOKICHI MIKIMOTO, the pearl king, wore British bowler and Japanese kimono as symbol of his individualism, did juggling and tricks of magic for his employes.



THE PEARL KING,
THE TIGER BALM KING

TWO FUNERALS OF TYCOONS IN THE ORIENT



LAST month two old "kings" of the Orient, who amassed fabulous fortunes by adding something to nature, came to an end of their long eccentric lives. One was Kokichi Mikimoto (*above*), 96, of Japan, a noodle vendor who became the world's cultured-pearl king (LIFE, Sept. 16, 1946). The other was Aw Boon Haw (*left*), 72, of Hong Kong, a herb dealer who became the Tiger Balm king of Asia (LIFE, July 21, 1941).

Mikimoto discovered back in 1905 that by imbedding a tiny bead between an oyster's kidney and stomach, a big lustrous pearl would gradually form around it. This technique enabled him to produce 75% of the world's pearls. Gratefully, he held memorial services for the souls of his oysters.

Aw Boon Haw acquired even greater wealth with his Tiger Balm patent medicines, brews of herbs which were regarded by millions of Asians as cure-all for everything from lumbago to snake bites. As a sideline he started a chain of newspapers and squandered some of his bankroll on garish public gardens cluttered with grotesque plaster animals. But he also donated over half his profits to charity.

Both old men had become famous public figures, and the people of many nations mourned as the ashes of the two kings were laid to rest in elaborate Oriental rites (*following pages*).

AW BOON HAW, whose name means "Elegant Tiger," used the jungle cat for his company trademark and even had a tiger head mounted on the front of his Rolls-Royce.

CONTINUED ON NEXT PAGE

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FAITHFUL EMPLOYE, HENRY KOTANI (LEFT), JOINS FAMILY IN PRAYER BEFORE ALTAR WHERE MIKIMOTO'S ASHES LIE IN WOODEN BOX ABOVE HIS PORTRAIT.

RITES FOR MIKIMOTO WERE ALL REHEARSED

Mikimoto had carefully rehearsed his own funeral in 1936, and his family followed his procedure at the real event. An entire train was chartered to transport mourners from Tokyo to his home town of Toba, where the services (*above*) were held. Altar offerings poured in from all over Japan, including money from the emperor and preserved fish from the empress. To the accompaniment of gongs, drums and tinkling silver bells, Buddhist priests chanted sutras while over 2,000 relatives, friends and employes bid the cultured-pearl king goodby.



PRESUMED HEIR to the pearl king's millions is solemn 36-year-old grandson, Yoshitaka Mikimoto.



FUNERAL CAR was converted 1938 Packard limousine. In background is bay containing oyster beds.



PEARL KING'S STATUE, complete with bowler, was erected last year on an island in Toba Bay.

CONTINUED ON PAGE 60

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It's *so easy* with this *man size* REMINGTON electric shaver





When you shave with a Remington Electric Shaver you avoid all preliminary preparations—simply plug it in and shave.



PROOF the amazing Remington Electric Shaver is the finest shaving instrument ever developed. Before millions on TV, it quickly and easily whisks away this tough, wiry 14-day growth.

HALF SHAVED in half a minute—absolute proof that there are no so-called "hard-to-shave" spots when using a Remington. Men who use razor blades waste much more time just lathering up!

THE PERFECT SHAVE where the eyes see no whiskers—where the finger tips feel no whiskers. A close shave without nicks and cuts or the mess and fuss of old-fashioned methods.

For the shave you've always wanted

All you need do is take advantage of a free trial offer. You will find no shaving instrument ever made can compare with the famous Remington 60 DeLuxe! It's Practical, you'll enjoy using it every day. It's Economical, no blades, no soap to buy. It's Safe, no nicks or cuts. It's Easy, no mess, no bother; just plug it in and shave anywhere. It's Fast, faster and smoother than any other electric shaver, yet shaves as close as a blade. At all fine stores or any of our 120 Nationwide Shaver Headquarters.

14 Day Free Trial

Try a Remington at home. You must be satisfied or your money will be refunded.

$7.50 Trade-In!

This allowance will be made on used electric shavers of standard make regardless of age.



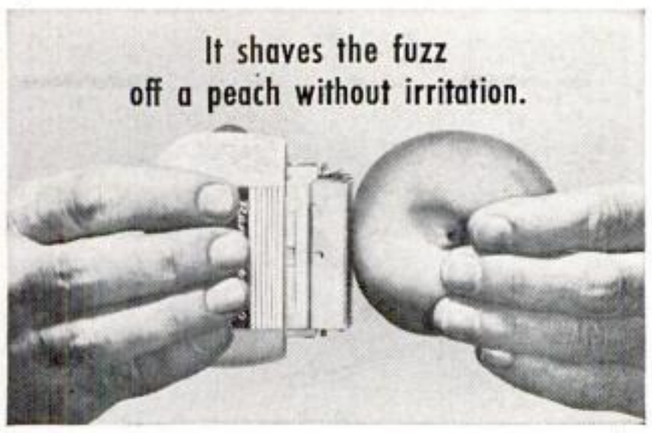
Don't Miss "WHAT'S MY LINE"

Presented Sunday evenings on CBS-TV

More Proof! The Remington 60 DeLuxe is the shaver for you.



It takes a high-powered, man size electric shaver to make this demonstration, which proves no beard is too tough for a Remington.



That's very important too, since many men not only have a tough beard but a tender skin —a combination that requires a Remington Electric Shaver for a really close shave.

Electric Shaver Division, *Remington Rand* Bridgeport, Conn.

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My Constipation worries are over!



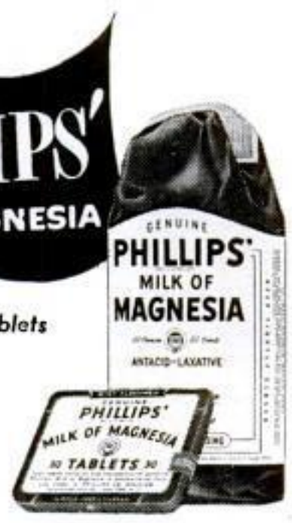
Milk of Magnesia provides better relief-more complete relief

than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves *both* conditions. Two to four tablespoonfuls taken at bedtime work *leisurely* – without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia – the best laxative money can buy.

PHILLIPS' MILK OF MAGNESIA

Liquid or Tablets

The convenient 4-ounce size....28¢
The economical 12-ounce size....55¢
The moneysaving 26-ounce size....85¢
Also available in tablet form 30 tablets.....28¢





CARRYING HIS FATHER'S ASHES, TIGER BALM KING'S SON LEADS PROCESSION OF MOURNERS TO THE FUNERAL

AW'S ASHES RETURN TO GARDEN HE BUILT

Though he had great faith in the healing powers of his own patent medicines, Aw Boon Haw went to Boston for an abdominal operation. Ignoring the doctor's advice to rest up, he died in Honolulu on the way home. His ashes were flown back to Hong Kong where a 60-car motorcade (*bottom, left*) escorted the urn to his villa, already deluged with condolences, including a personally inscribed plaque from Chiang Kai-shek. From Rangoon, where the Tiger Balm king got his start, flew high Buddhist priest, U Nyanainda, to conduct the services. Son Aw Kow (*above*), followed by a long procession, carried his father's ashes to a garden the Tiger Balm king had built himself. There, at an altar laden with fruit and sandalwood, he knelt three times and kowtowed nine times in deepest homage paid only to emperors and ancestors.



GRIEVING EMPLOYES in front of the Tiger Balm office bow as motorcade carrying ashes halts briefly on way from airport.



PRAYERFUL PRIESTS chant as U Nyanainda, standing before Aw's urn and portrait, ends funeral.

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You can't fool the **FBI** *or Peter Pan*

no two women have



the same fingerprints!

no two women have

the same bust contours!



Until now, perfect bra fit was a rare coincidence. Take any A-cup. It will not fit any two A-cup gals the same way. Same for B-cup. Same for C-cup. Now, the first bra that's *all* elastic assures perfect fit for every woman – every contour – every time!

Peter Pan discovers a new dimension: confor-*mobility!* Peter Pan's **ALL***elastic* is the only bra that adjusts naturally to normal changes in bust contour – every day of the month – every motion of the day. (Incidentally, we've been told Peter Pan's **ALL***elastic* is also ideal for young mothers-to-be and mothers-just-become.)

ALL*elastic* is an all-purpose bra–for dancing, athletics . . . for every wear, for any figure type. Cool, comfortable dacron elastic. Shrinkage-controlled; washes beautifully, of course. Bandeau, **3.95** and longline, **5.95.**

PETER PAN

ALL*elastic*

THE FIRST ALL ELASTIC BRA!

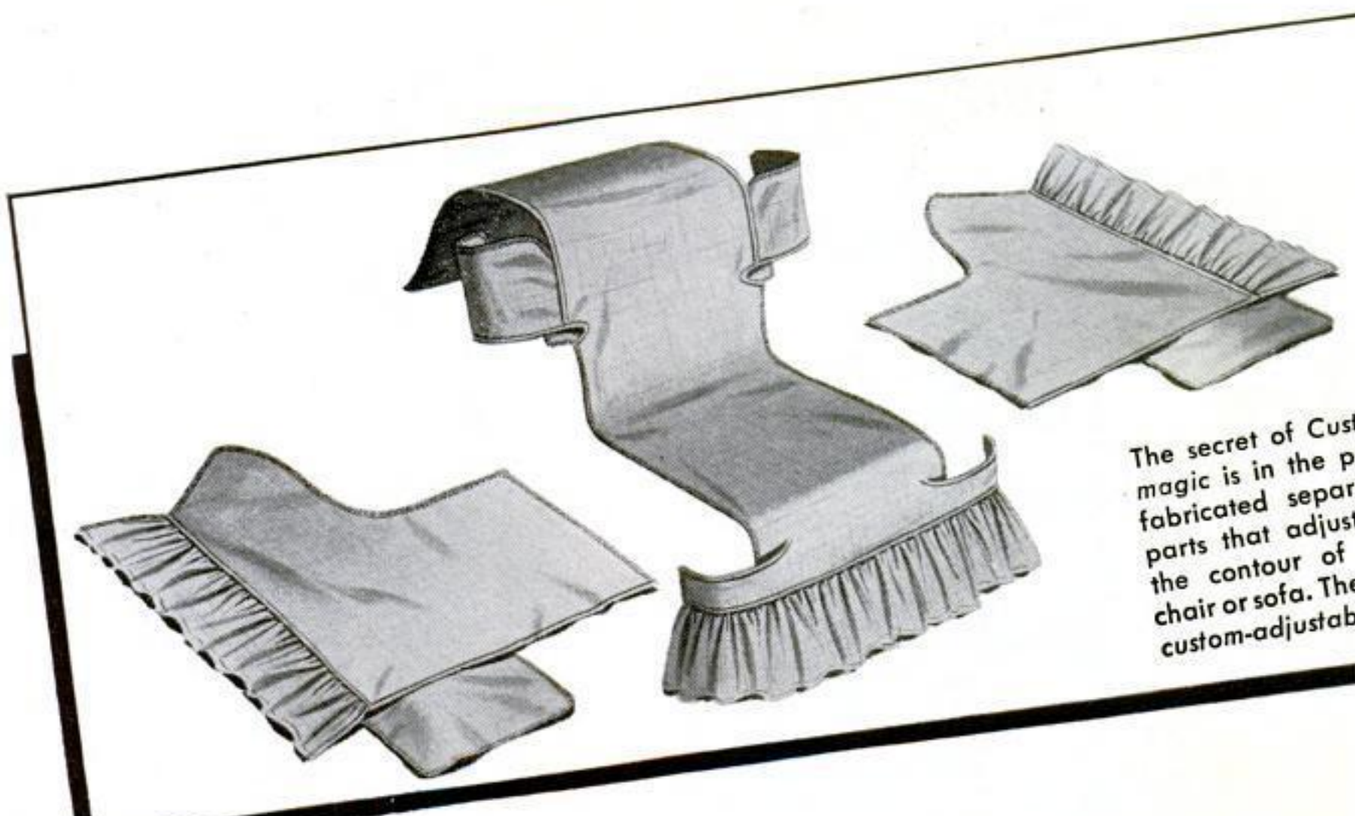
- **yields to every movement—every breath**
- **adapts to regular changes in bust contour**
- **molds and lifts, without shoulder strain**
- **seamless elastic band assures smooth underarm line**

*REG. U. S. PAT. OFF. †TRADE MARK

PETER PAN

Another great exclusive by Peter Pan, creators of world-famous Hidden Treasure, Inner Circle*, and Merry-Go-Round* bras and Egyptian Queen† girdles • Peter Pan Foundations, Inc., New York 16*

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The secret of Customagic is in the pre-fabricated separate parts that adjust to the contour of the chair or sofa. They're custom-adjustable!



Each of the prefabricated parts adjusts snugly to the exact shape to be fitted.

NEW CUSTOMAGIC REVOLUTIONIZES SLIP

Fits hundreds of chairs and sofas that could never be fitted before!

PRE-FABRICATED PARTS ARE CUSTOM-ADJUSTABLE!

Here is exciting news for homemakers! For the first time, it is possible to have luxurious custom fit for your furniture slipcovers without paying custom-made prices. *Customagic* slipcovers are fitted on the same principle as custom covers, yet no sewing is required. You simply fasten pre-fabricated parts which are custom-adjustable! *Instead of forcing the chair to fit the slipcover, the slipcover fits the chair!*

The smooth perfection of the *Customagic* fit is unbelievable. You can't tell *Customagic* slipcovers from high-priced custom-made covers. No other ready-made slipcover in the world is like *Customagic!*

Customagic fits *hundreds* of chairs and sofas that could never be fitted before with ready-made slipcovers—odd shapes and styles, traditional or modern—even your *hardest-to-fit* furniture!

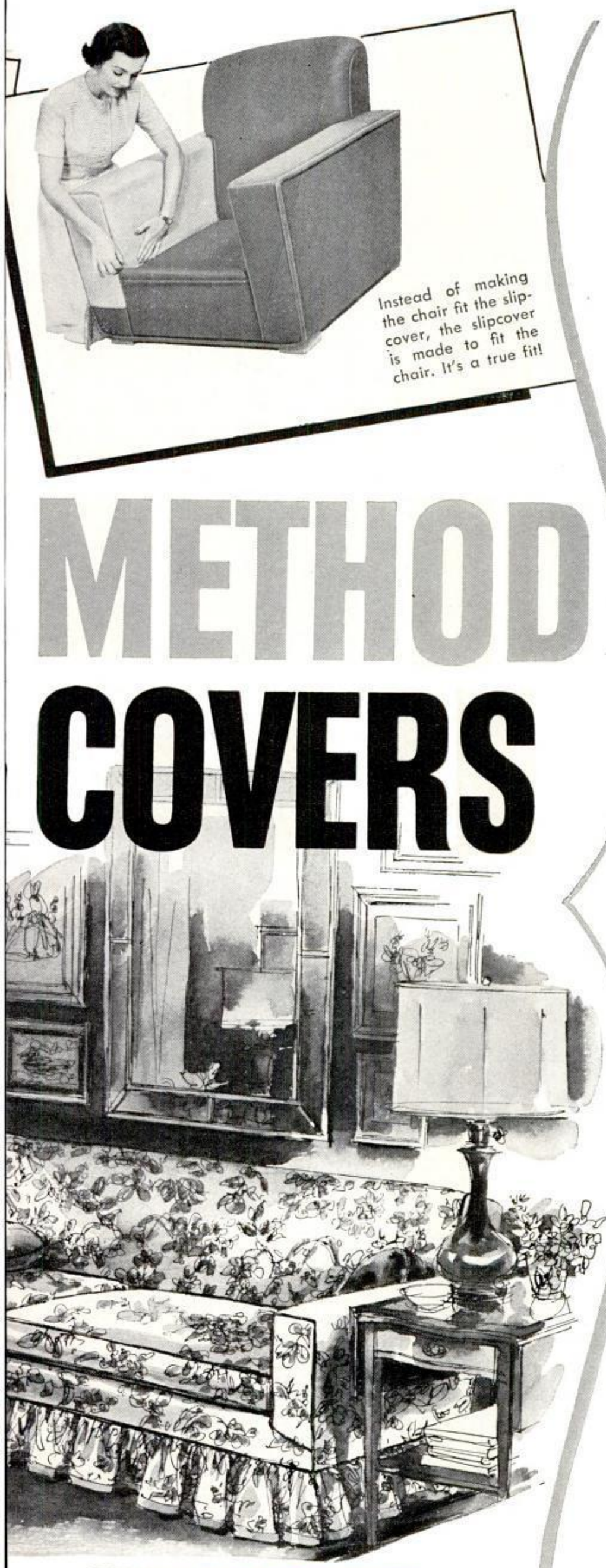
Make your old chairs and sofas look new again—more beautiful than ever—with these exciting *Customagic* slipcovers. Go to your local store today and see the revolutionary *Customagic* method demonstrated. *You must see it to believe it!*



Customagic®

READY-MADE SLIPCOVERS

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METHOD COVERS

BEAUTIFUL NEW CUSTOM FABRICS

Customagic fabrics are as exciting as the custom-fit. The feel and weight of the luxurious bark cloth, the beautiful decorator-designed patterns, the richly toned colorings, the distinctive textures—all are in the class of expensive custom covers.

A quality product of the Comfy Manufacturing Co., world's leading producers of fine slipcovers.

For chairs $14.98 **For sofas $27.98**

Slightly higher west of the Rockies and in Canada.

See CUSTOMAGIC slipcovers at these fine stores

ALABAMA
Birmingham . . Lawrence Furniture Co.
Birmingham Pizitz
Birmingham Sokols
Mobile C. J. Gayfer & Co.
Mobile Mobile Rug & Shade Co.
Mobile National Furniture Co.
Mobile Sokols

ARIZONA
Phoenix Korricks
Tucson Steinfeld's

ARKANSAS
Jonesboro Heinemann's
Little Rock Gus Blass Co.

CANADA
New Westminster, B.C.
. Woodward's Ltd.
Ottawa, Ont. A. J. Freiman Ltd.
Quebec, P.Q. Maurice Pollack, Limitée
Vancouver, B.C. Woodward Ltd. Stores

CALIFORNIA
Bakersfield Weill's
Berkeley Breuner's
Berkeley Kaufman's Draperies
Fresno, Richmond's Dry Goods Co., Inc.
Long Beach Buffum's
Los Angeles The Broadway Dept.
. Stores of Southern California
Los Angeles May Co. (4 Stores)
Los Angeles . . Moran's Drapery Stores
Napa Carither's
Oakland Kahn's
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Palo Alto . . . Whitson's Drapery Shop
Pomona Orange Belt Emporium
Richmond Breuner's
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Sacramento Breuner's
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San Diego Jordan Marsh
San Francisco The Emporium
San Francisco Macy's
San Jose Hart's
San Rafael Macy's
Santa Ana Buffum's
Santa Barbara Trenwith's
Santa Cruz Leask's
Stockton Breuner's
Vallejo Breuner's
Whittier Hinshaw's Whittier

COLORADO
CherryCreek, The Denver Dry Goods Co.
Denver . . . The Denver Dry Goods Co.
Denver Joslin's

CONNECTICUT
Bridgeport Howland Dry Goods Co.
Bridgeport The D. M. Read Co.
Hartford G. Fox & Co.
Meriden Hamrah's Inc.
Meriden Upham's
Middletown James H. Bunce Co.
New Britain Davidson & Leventhal
New Haven Shartenberg's
New London Marvel Shop
New London Nasser's
Stamford Bloomingdale's
Stamford C. O. Miller Co.
Torrington W. W. Mertz Co.
Waterbury Bedford's
Waterbury . . . Grieve, Bisset & Holland
Waterbury Howland-Hughes Co.

DISTRICT OF COLUMBIA
Washington, D. C. The Hecht Co.
Washington, D. C. . . S. Kann Sons Co.
Washington, D. C. Lansburgh's

FLORIDA
Jacksonville Cohen Brothers
Jacksonville Haverty's
Jacksonville Pierce-Wall
Lakeland Maas Bros.
Miami Richard's Store Co.
St. Petersburg Maas Bros.
Tampa Maas Bros.
West Palm Beach . Palm Beach Merc. Co.

GEORGIA
Atlanta Rich's
Augusta Marks Fabrics
Augusta J. B. White & Co.
Columbus Sol Katz
Savannah Levy's

IDAHO
Boise Falk's Idaho Dept. Store

ILLINOIS
Alton Young's Dry Goods Co.
Bloomington . Ensenbergers Furn. Store
Chicago . . . Carson, Pirie Scott and Co.
Chicago Mandel Brothers
Chicago Wieboldt's
Chicago Heights . . . Kline's Dept. Store
Evanston Wieboldt's
Galesburg O. T. Johnson Co.
Moline New York Store
Oak Park Wieboldt's
Peoria Block & Kuhl Co.
Peoria Cohen Furniture Company
Rock Island Franc's
Rock Island McCabe's

INDIANA
Evansville . . Finke Furniture Company
Fort Wayne Earl Groth & Co., Inc.
Fort Wayne Wolf & Dessauer Co.
Indianapolis L. S. Ayres & Co.
Indianapolis Wm. H. Block & Co.
Indianapolis Banner Whitehill
Kokomo Wm. H. Turner Co.
Richmond Lawlers, Inc.
South Bend The Star Store
South Bend George Wyman & Co.
Terre Haute Aldens
Terre Haute The Root Store

IOWA
Cedar Rapids Smulekoff's
Council Bluffs The John Beno Co.
Davenport Franc's
Davenport M. L. Parker Co.
Des Moines . . . Younker Brothers, Inc.
Sioux City T. S. Martin Co.

KANSAS
Kansas City . . . Young's Dry Goods Co.
Pittsburgh The Jones Store Co.

KENTUCKY
Ashland Parsons Furn. Co.
Covington John R. Coppin Co.
Louisville Kaufman-Straus

LOUISIANA
Lake Charles Mullers
Monroe The Palace
New Orleans . D. H. Holmes & Co. Ltd.

MAINE
Bangor Freese's
Portland . . Porteous, Mitchell & Braun
Portland Rines Brothers

MARYLAND
Annapolis Kirson's
Baltimore Brager's
Baltimore The Hecht Co.
Baltimore Hochschild, Kohn
Baltimore Stewart & Co.
Cumberland Rosenbaum Bros.
Glen Burnie Robinson's
Hagerstown Leiter Brothers Inc.
Salisbury Benjamin's
Silver Spring The Hecht Co.

MASSACHUSETTS
Athol Kendall Curtain Shop
Boston Jordan Marsh Company
Boston R. H. White's
Brockton Atherton's
Fall River R. A. McWhirr Co.
Framingham . . Jordan Marsh Company
Greenfield Wilson's
Holyoke A. Steiger Co.
Lawrence A. B. Sutherland Co.
Lowell Bon Marche, Inc.
Lowell A. G. Pollard Co.
Lynn Burrows & Sanborn
Lynn T. W. Rogers Co.
Malden Jordan Marsh Company
New Bedford Star Store
Northampton McCallum's
Pittsfield England Bros.
Quincy Sheridan's Inc.
Salem Almy, Bigelow & Washburn
Springfield Forbes & Wallace
Springfield Albert Steiger Co.
Taunton J. M. Wells Inc.
Worcester Denholm's
Worcester R. H. White's

MICHIGAN
Bay City W. R. Knepp & Co.
Detroit Crowley's
Detroit The Ernst Kern Company
Detroit Hudson's Basement Store
Flint . . Winegarden Furniture Company
Grand Rapids Herpolsheimers
Grand Rapids . . Paul Steketee & Sons
Kalamazoo Gilmore Brothers
Lansing Knapp's
Muskegon Hardy-Herpolsheimer's

MINNESOTA
Duluth Glass Block
Duluth F. S. Kelly Furniture Co.
Hibbing Herberger's
Hibbing F. S. Kelly Furniture Co.
Mankato Geo. E. Brett Co.
Minneapolis Boutell's
Minneapolis . . . The Dayton Co., Inc.
Minneapolis Donaldson's
Rochester . The Dayton Company, Inc.
Rochester L. S. Donaldson Co.
St. Cloud Fandel Co.
St. Cloud Herberger's
St. Paul Cardozo's
St. Paul The Emporium of St. Paul
St. Paul The Golden Rule
St. Paul Schuneman's, Inc.

MISSISSIPPI
Jackson Black & White Stores
Vicksburg Home Furniture Store

MISSOURI
Independence The Jones Store Co.
Joplin Christman's
Joplin Newman's
Kansas City Emery, Bird & Thayer
Kansas City The Jones Store Co.
Kansas City Macy's
St. Louis Famous-Barr Co.
St. Louis Stix, Baer & Fuller

MONTANA
Billings Hart-Albin
Butte Hennessy's

NEBRASKA
Fremont . . . Geo. Schweser's Sons Inc.
Hastings Brach-Thompson
Lincoln Gold's of Nebraska
Lincoln Miller & Paine
Omaha . . . J. L. Brandeis & Sons, Inc.
Omaha Davidson's Furn. Company
Omaha Orchard and Wilhelm Co.

NEW HAMPSHIRE
Claremont Houghton & Simonds
Concord Harry G. Emmons
Manchester Hillsboro Furn. Mart

NEW JERSEY
Asbury Park Steinbach Company
Dover Furstman & Feinberg, Inc.
Freehold Silvert's Furniture Store
Hackensack Packard's
Newark Hahne & Co.
Newark Kresge—Newark
New Brunswick Nathan's
New Brunswick P. J. Young's
Passaic Sklar's Department Store
Paterson Barney's Furniture Co.
Paterson Quackenbush's
Perth Amboy Fink's
Trenton S. P. Dunham & Co.
Trenton Nevius-Voorhees

NEW YORK
Albany W. M. Whitney & Co.
Amsterdam . . Vallee Curtain & Drapery
Auburn The Big Store
Batavia C. L. Carr Co.
Bath . . . Bath Dry Goods & Dept. Store
Bayshore, L. I. . . . Sheraton Furn. Co.
Binghamton . . Fowler, Dick & Walker
Brooklyn Abraham & Straus
Brooklyn Namm-Loeser's
Buffalo J. N. Adam & Co.
Buffalo . . Adam, Meldrum & Anderson
Buffalo Hens & Kelly
Buffalo Kobacker's
Buffalo Sattler's
Buffalo A. Victor Co.

NEW YORK (Continued)
Elmira S. F. Iszard Co.
Flushing Gertz
Fresh Meadows, L. I. . Bloomingdale's
Garden City, L. I. . Abraham & Straus
Geneva J. W. Smith Dry Goods Co.
Glens Falls . . . Economy Dry Goods Co.
Gloversville Frankel Shops
Hempstead, L. I. . . Abraham & Straus
Huntington . . . Hartmann's Dept. Store
Herkimer H. G. Munger & Co.
Ithaca Rothschild Bros.
Jamaica Gertz
Jamestown Bigelow's
Newburgh Schoonmaker's
New Rochelle Bloomingdale's
New York Bloomingdale's
New York Stern's on 42nd St.
Niagara Falls Jenss Bros.
Niagara Falls Levy Bros. Furn. Co.
Ogdensburg Nathan Frank's Sons
Poughkeepsie Luckey, Platt & Co.
Poughkeepsie Wallace's
Rochester E. W. Edwards & Son
Rochester McCurdy's
Rochester . Sibley, Lindsay & Curr Co.
Rome H. Spear & Co.
Schenectady Carl Co.
Schenectady Wallace's
Staten Island Rainbow Stores
Syracuse Dey Brothers
Syracuse E. W. Edwards & Son
Tonawanda Twin-Ton Dept. Store
Troy Troy Covering Shop
Utica J. B. Wells
Watertown . . . Frank A. Empsall & Co.
Waverly Knapp's
Westfield Wayside Furn. Co.

NORTH CAROLINA
Burlington B. A. Sellars
Charlotte J. B. Ivey & Co.
Durham Ellis Stone
Greensboro Ellis Stone
Greensboro Meyer's
High Point Harllee's Inc.
Lumberton R. W. Norman Co.
Raleigh Boylan-Pearce, Inc.
Salisbury R. W. Norman Co.
Winston Salem Davis Inc.

NORTH DAKOTA
Fargo The Store Without A Name

OHIO
Akron Polsky's of Akron
Alliance S. P. Brown Co.
Alliance Stark's
Ashtabula Carlisle-Allen Co.
Cambridge . . . Rose's Dept. Store, Inc.
Canton Kobacker's
Canton . . The Livingston Furniture Co.
Canton Stark's
Chillicothe Elberfeld's
Chillicothe Norvell's
Cincinnati Alms & Doepke Co.
Cincinnati The McAlpin Company
Cincinnati Shillito's
Cleveland The Bailey Co.
Cleveland The Bing Furniture Co.
Cleveland The May Co.
Columbus The F. & R. Lazarus Co.
Columbus Morehouse—Fashion
Coshocton The Bing Furniture Co.
Dayton Johnston Shelton Co.
Hamilton Robinson-Schwenn
Lakewood The Bing Furniture Co.
Logan Elberfeld's
Mansfield The Bing Furniture Co.
Mansfield Kobacker's
Marion The Frank Bros. Co.
Massillon The Ideal Co.
Massillon Stark's
Painesville Carlisle-Allen Co.
Portsmouth Kobacker's
Portsmouth J. T. McCulloch Co.
Salem Strouss Hirshberg
Sandusky The Bing Furniture Co.
Shelby The Bing Furniture Co.
Springfield . People's Outfitting Co., Inc.
Steubenville The Hub
Steubenville Reiner's
Toledo Lamson's
Toledo The Lion Store
Toledo Tiedtke's
Warren The Bing Furniture Co.
Warren Carlisle-Allen Co.
Warren Strouss Griswold Store
Wooster H. Freedlander Co.
Youngstown Haber Furniture Co.
Youngstown Strouss Hirshberg's
Zanesville The Bing Furniture Co.
Zanesville Bintz Bros.

OKLAHOMA
Muskogee The Jones Store Co.
Oklahoma City Harbour-Longmire
Oklahoma City Kerr's
Tulsa Brown-Dunkin
Tulsa Froug's

OREGON
Eugene Bon Marche
Portland Lipman's
Portland Meier & Frank
Portland Olds & King
Salem Lipman's

PENNSYLVANIA
Aliquippa . . Pittsburgh Mercantile Co.
Allentown The Cotton Shop
Allentown Hess Brothers
Altoona Bon Ton Dept. Store
Altoona The William F. Gable Co.
Braddock The Famous
Braddock, Ohringer Home Furniture Co.
Butler Troutman's
Connellsville Troutman's
Darby . . . Wellworth Department Store
DuBois A. E. Troutman Co.
Easton Laubach's
Easton Orr's Dept. Store
Erie The Boston Store

PENNSYLVANIA (Continued)
Erie Trask's
Frackville Tenenholz's
Greensburg Bon Ton Dept. Store
Greensburg, Ohringer Home Furn. Co.
Greensburg A. E. Troutman Co.
Harrisburg, Bowman's Dept. Store, Inc.
Harrisburg Millers Furniture Store
Harrisburg Pomeroy's Inc.
Hazelton P. Deisroth's Sons
Hazelton . . Majestic Furn. Store, Inc.
Homestead Half Bros.
Honesdale Katz Bros. Inc.
Indiana The Troutman Co.
Johnstown Penn Traffic Co.
Latrobe S. P. Reed Co.
Lebanon The Bon Ton
Lebanon Levitz Furniture Co.
Lewistown, Hugh B. McMeen & Son, Inc.
McKeesport The Famous
McKeesport, Ohringer Home Furn. Co.
New Castle, New Castle Dry Goods Co.
New Castle Strouss-Hirshberg Co.
New Kensington Silverman's
Philadelphia Gimbel's
Philadelphia Snellenburg's
Pittsburgh Boggs & Buhl, Inc.
Pittsburgh Gimbels
Pittsburgh The Joseph Horne Co.
Pittsburgh Kaufmann's
Pittsburgh . . Pittsburgh Mercantile Co.
Pittsburgh Rosenbaum's
Pittsburgh Spear & Company
Pottsville Nathan's Furniture Store
Pottsville Pomeroy's Inc.
Reading Pomeroy's
Scranton The Globe Store
Scranton Household Outfitting Co.
Scranton Scranton Dry Goods Co.
Stroudsburg A. B. Wyckoff, Inc.
Uniontown N. Kaufman's
Warren Metzger-Wright Co.
West Chester Mostellers Inc.
Wilkes-Barre . . Fowler, Dick & Walker
Wilkes-Barre Lazarus Store
Wilkes-Barre . . People's Outfitting Co.
Wilkes-Barre Pomeroy's
Wilkinsburg, Leonard Carpet Co., Inc.
Williamsport L. L. Stearns & Sons
York . . The Bon-Ton Department Store

RHODE ISLAND
Pawtucket Shartenberg's Inc.
Providence The Outlet Company

SOUTH CAROLINA
Charleston Condon's
Columbia Tapp's
Greenville Ivey-Keith

SOUTH DAKOTA
Sioux Falls Shriver Johnson Co.

TENNESSEE
Chattanooga Miller Bros. Co.
Knoxville Miller's
Knoxville Woodruff's
Memphis Black & White Stores
Nashville Morris Furniture Co.

TEXAS
Austin . . E. M. Scarbrough & Sons Inc.
Dallas W. A. Green Co.
Dallas Sanger's
Dallas Titche-Goettinger Co.
El Paso . . The Popular Dry Goods Co.
Ft. Worth Stripling
Galveston Plantowsky's
Houston Foley's
Houston Joske's of Houston
San Antonio Joske's of Texas

UTAH
Salt Lake City Auerbach's

VERMONT
Burlington The Old Bee Hive
Brattleboro, Goodnow, Pearson & Hunt

VIRGINIA
Altavista Tyree & Nicholas Inc.
Arlington S. Kann Sons Co.
Charlottesville Wiley-Tilman Inc.
Lynchburg Guggenheimer's
Newport News Nachman's
Norfolk L. Snyder Dept. Store
Parkington, Arlington . The Hecht Co.
Portsmouth Blumberg's Inc.
Richmond Baldwin's
Richmond Miller & Rhodes, Inc.

WASHINGTON
Bellingham B & B Furniture Co.
Everett Bon Marche
Northgate Bon Marche
Seattle Bon Marche
Seattle Mac Dougall's
Seattle Rhodes of Seattle
Spokane The Crescent
Tacoma Bon Marche
Tacoma People's Dept. Store
Yakima Mac Dougall's

WEST VIRGINIA
Charleston The Curtain Shop
Charleston Woodrum's
Huntington Bradshaw-Diehl Co.
Huntington S. P. Brown Co.
Parkersburg The Curtain Shop
Wheeling The Hub
Wheeling Reichart Furniture Co.

WISCONSIN
Appleton H. C. Prange, Co.
Green Bay H. C. Prange, Co.
Janesville J. M. Bostwick & Sons
Madison Emporium Co.
Milwaukee Gimbel Brothers, Inc.
Milwaukee Schuster's
Racine Christensen Dry Goods Co.
Rice Lake Herberger's
Sheboygan H. C. Prange, Co.
Sturgeon Bay H. C. Prange, Co.
Wausau Heinemann Bros.

The Comfy Manufacturing Company
295 Fifth Avenue, New York 16

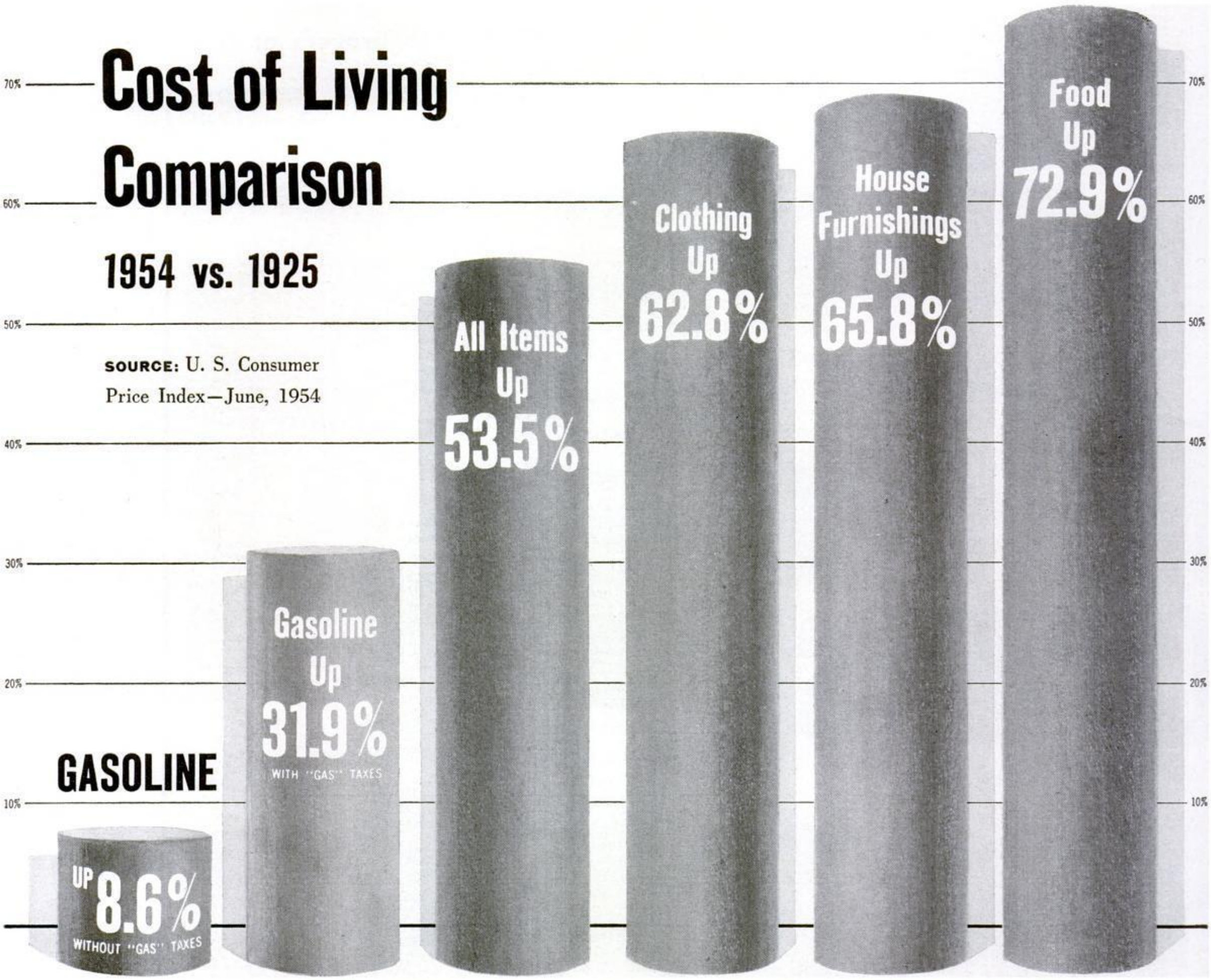
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U. S. CONSUMER price index figures show how little gasoline prices have gone up in comparison with other items. Gas taxes are federal, state and local gasoline taxes. Since 1925 these taxes have increased over 250%.

Gasoline Is Biggest Bargain On American Family's Shopping List

Although average wages have soared since 1925, millions of American families have been well aware that the cost of living has also gone up over the years. But they—and you—enjoy an important exception to rising costs. The price of today's gasoline (excluding taxes) is only *slightly* higher than it was in 1925.

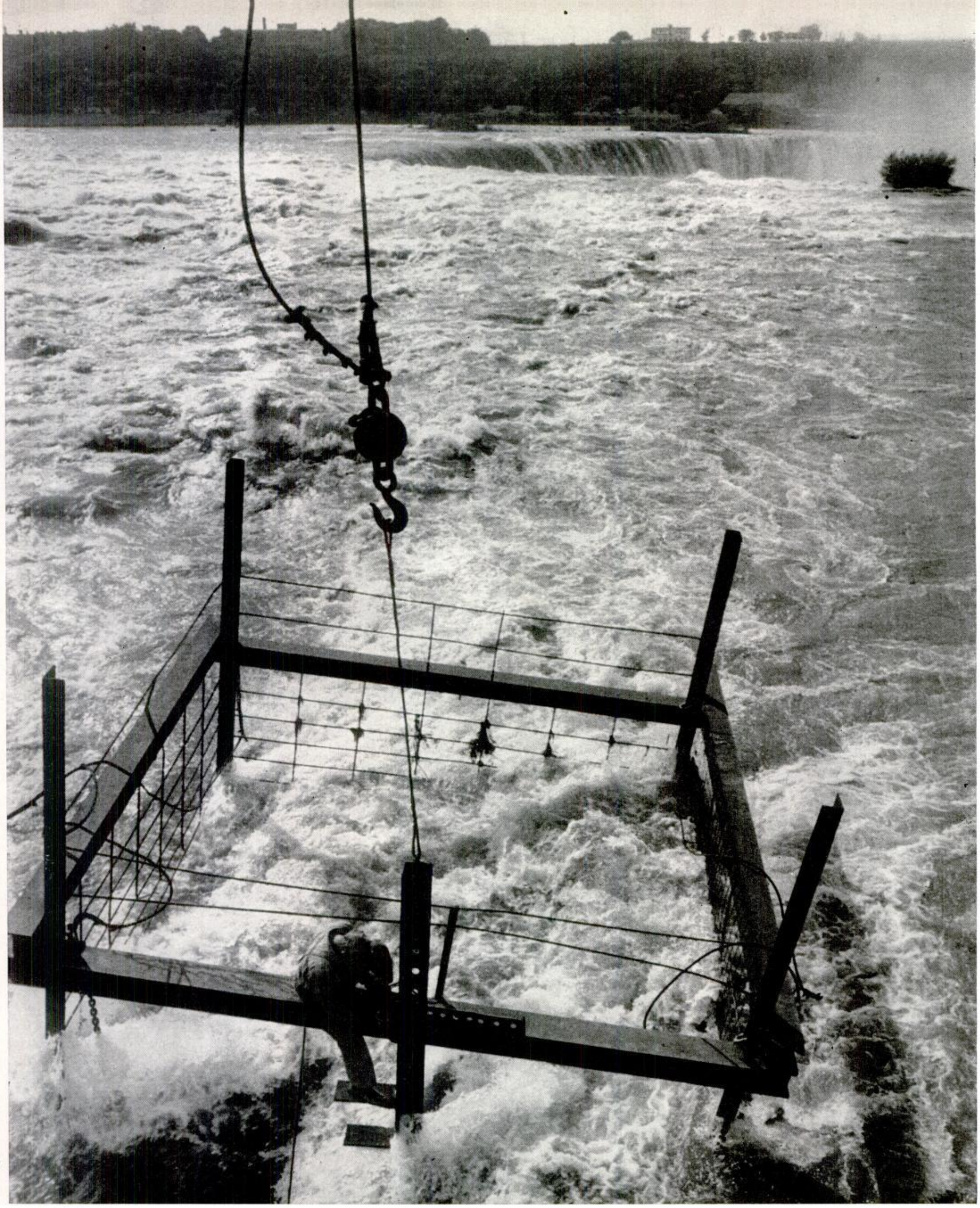
What's kept gasoline prices so low in this period of rising prices and wages? The main reason is the intense competition among thousands of oil companies for the American motorist's gasoline business.

This same competition has resulted in remarkable gasoline improvements since 1925. Through constant research, oilmen have boosted gasoline quality *at least* 50%. That means 2 gallons of the gasoline you buy today actually do the work 3 gallons did in 1925.

Every day you see this competition at work in your neighborhood. Your dealer knows that, to keep your business, he must offer top-flight service and the best available oil products—at competitive prices. **This is how** competition among U. S. oil companies works for you. And this is why Americans enjoy the finest oil products in the world—at competitive prices.

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STRADDLING RIG USED TO BUILD DIKES, WORKMAN MAINTAINS A PERILOUS PERCH ABOVE NIAGARA RIVER, RACING 20 MPH TOWARD FALLS 250 FEET AWAY

MAN vs. RIVER ABOVE NIAGARA

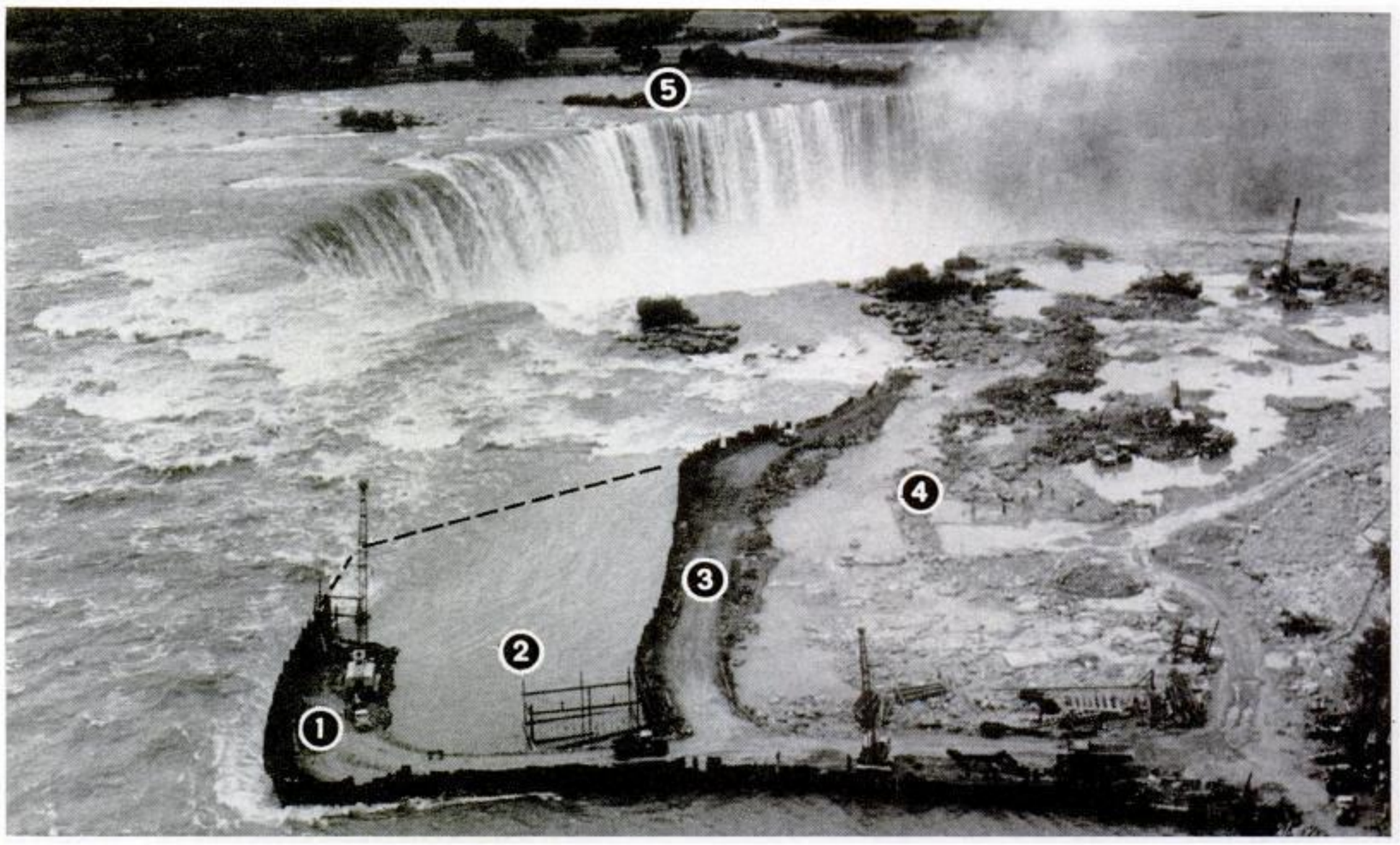
Engineers work to save falls

In the fiercely churning waters just above Niagara Falls, the most spectacular sight these days is a hazardous battle of man against nature. There, working with strange-looking construction equipment (*above*), Army engineers are building a network of dikes straight out from shore and temporarily diverting the roaring river from its banks (*p. 66*).

The dikes are one phase of a $600,000 project financed by the U.S. and Canada and designed to check erosion at Horseshoe Falls, which lies on both sides of the international boundary line. Harder hit than nearby American Falls, even with its mighty cave-in this summer (LIFE, Aug. 9), the waterfall at Horseshoe has receded 1,300 feet upstream from where it was 275 years ago. Unchecked, Horseshoe would lose its familiar beauty in a matter of decades. But now, with a plan to control the water's flow and even out erosion along the rocky crestline, engineers expect Horseshoe Falls to be around for a long, long time.

CONTINUED ON NEXT PAGE

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WORK UNDER WAY on U.S. side of falls is shown in view from Bell helicopter. Diversion dike under construction (1) will be completed along path of dotted line. Water enclosed by dike (2) will be drained. To right of dike completed earlier (3), river bed already drained (4) is being excavated. Canadian side (5) will be excavated next spring.

FAST FACE-LIFTING FOR 'A MIGHTY ROUGH LADY'

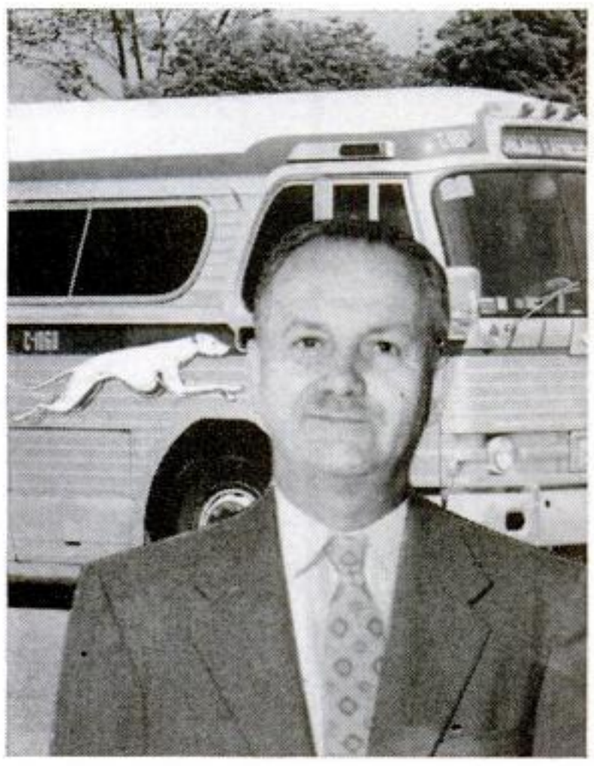
The trouble with Horseshoe Falls is that most of the water flows over the middle where erosion is cutting back more rapidly than along the sides. To meet this problem, the river bed must be excavated along the edges so the water will flow at an equal depth and volume all along the lip of the falls. Engineers are now building temporary dikes so the water behind them can be drained and allow workmen to excavate along the river's sides (*above*). When digging is complete, the dikes will be removed and the river will flow in its original course over its newly-shaped bed.

Work on the U.S. side of the falls must be completed by late February before the winter ice, thundering down the river, smashes everything in its way. Meanwhile, racing against time, the workmen display a healthy respect for the river they are battling. "She's a mighty rough lady," says one veteran, "and she don't like being pushed around this way."



EXTENDING DIKE, foreman directs crane placing rig in 10-foot-deep river. Rig will provide a temporary platform to which next section of the dike can be extended. Steel piling will form a wall continuing from section already completed (*left*). It will be backed with rock fill. Then rig will be moved and the same operation repeated.

CONTINUED ON PAGE 68



"Greatest way to see the country!"

—writes Edward G. Stowell of Tucson, Ariz.

"Our family has traveled around America quite a bit by Greyhound—and believe me, it's the greatest way to see the country. Our two children have received a real education from our trips, and it's been a lasting enjoyment for us all.

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VICKS VA-TRO-NOL
NOSE DROPS

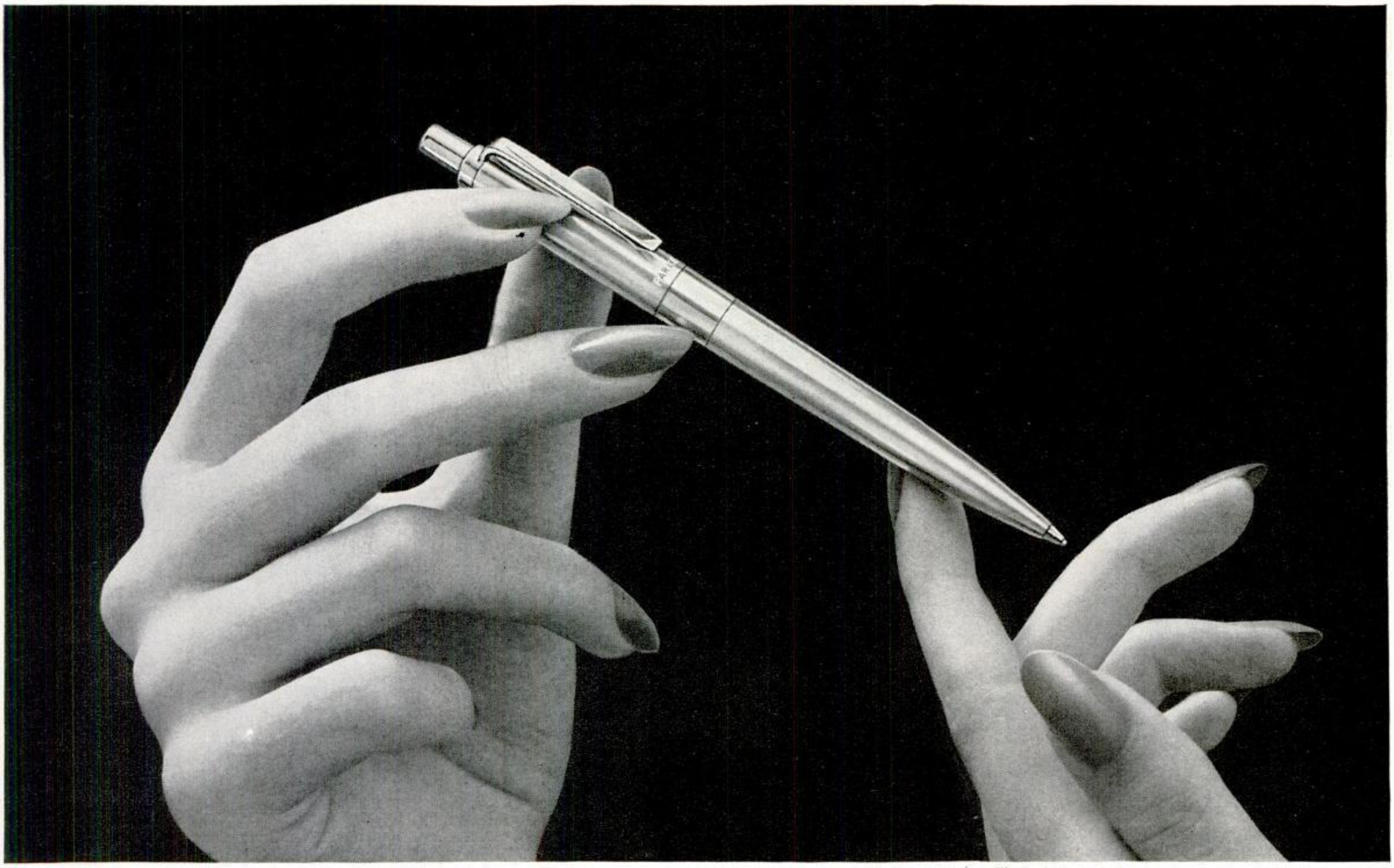


NOW—for children... a new, different aqueous nose drop that *clings* to give longer relief. Milder-*feeling*. Fully effective.

New Mild Vicks Va-tro-nol Nose Drops For Children

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the world's most beautiful ball point pen!

Parker's new Jotter "Custom"

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This new Jotter *Custom* is encased in Parker's satiny rich Lustraloy from ball to button! A gleaming jewelry finish that will never lose its luster, never show a scratch, and *can't* tarnish. See this brilliant *all*-metal model of Parker's famed Jotter ball point at your dealer's. It's one of the season's brightest new gifts . . . particularly for all the people you know who like ball points but have never found a ball point they *really* like! They'll love the *Jotter Custom!* The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.

$3.95



Choice of 4 point sizes

Only the Jotter gives you a choice of extra fine *and* fine (*for the most delicate "figure work"*), medium *and* broad *points.*



All Lustraloy design

A tarnish-proof jewel-like finish such as you see on a fine watch or expensive fountain pens. Only the Jotter Custom has it.



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393,000 words without a refill. That's the equivalent of 5 ordinary *refills. 4 ink colors—permanent, non-smearing.*

Regular Parker Jotter

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Slim, nylon barrel (available in red, green, gray, black) is grooved for firm grip. Can't chip or break. Offers 4 point sizes and Parker's extra large ink cartridge.

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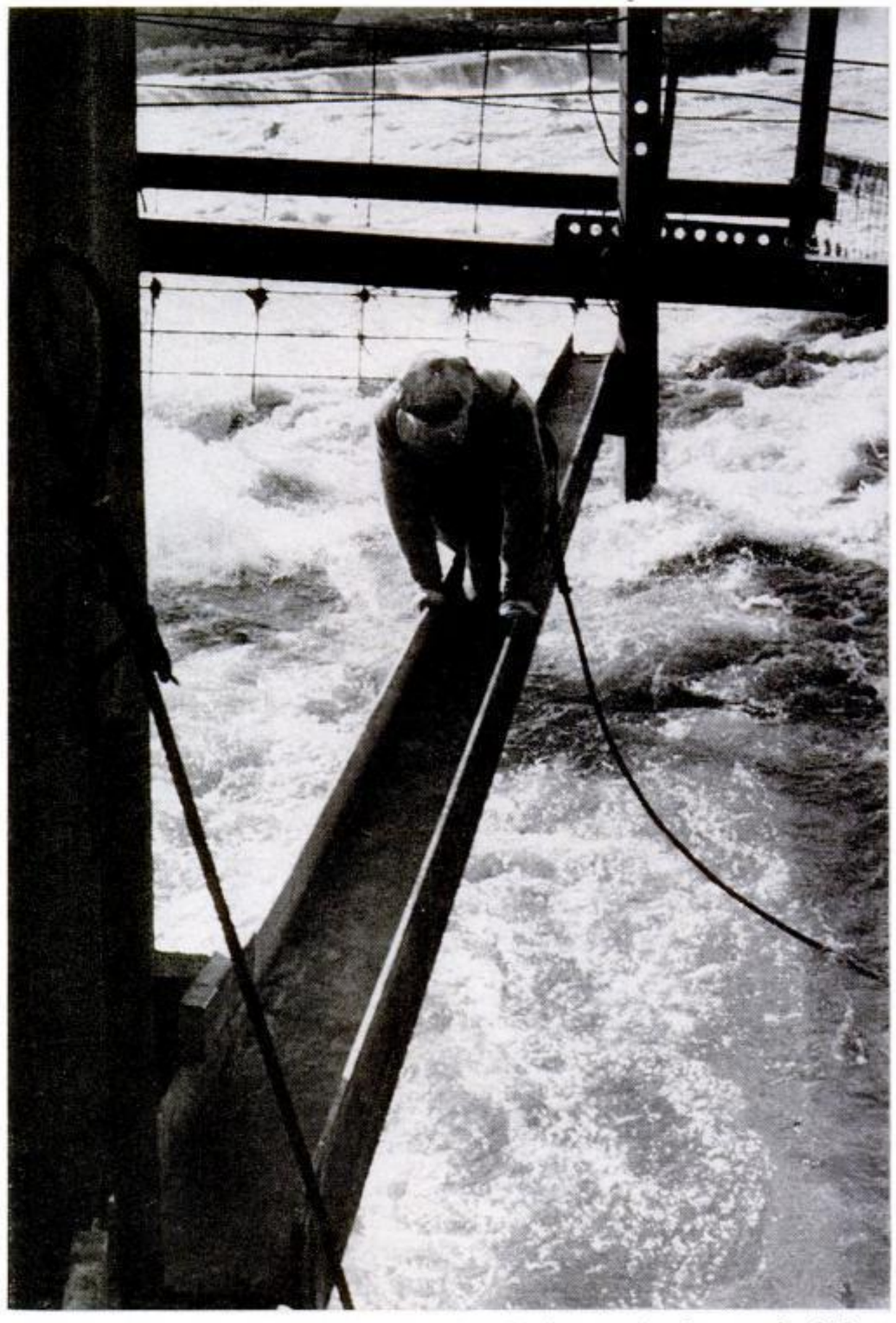
Emerson

EMERSON RADIO AND PHONOGRAPH CORP., N. Y., U. S. A.

Over 15,000,000 satisfied owners prove Emerson is America's Best Buy!



WALKING ON CRANE BOOM, workman Bob Nelson daringly tosses aside the safety line (*left*) which he had worn buckled to his belt while working on the newly placed rig. The crane will now drop a connecting girder out to rig.



CRAWLING ON GIRDER, foreman Joe Herbert inches his way back from rig. If he slipped and fell off, his safety line would keep his body from being swept over falls, but in the tu·bulent water he would probably drown anyway.

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Now! Get wonderful "fried-chicken" flavor without fussing—and without frying

Spry makes the difference!



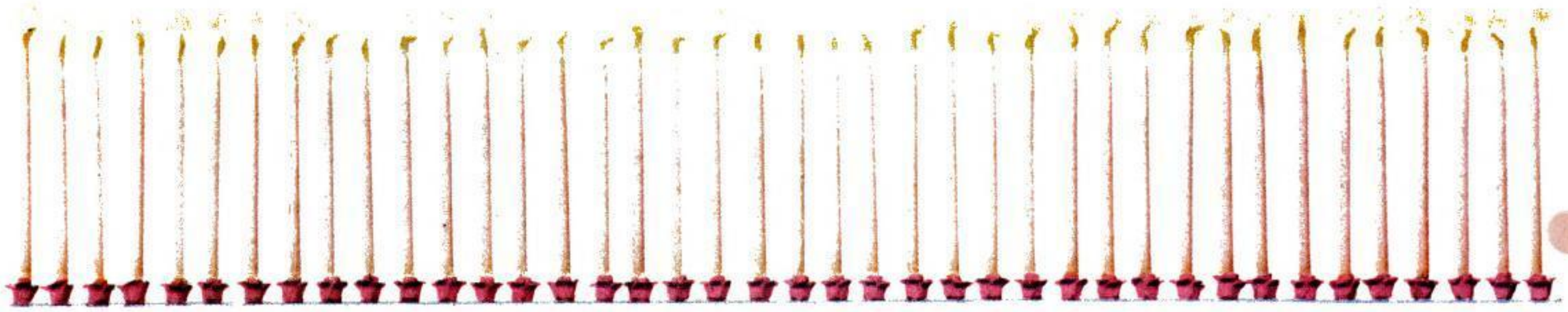
Here's All You Do!

Cut 3-lb. frying chicken in serving pieces. Combine ½ cup Spry, melted, 2 teaspoons salt, ¼ teaspoon pepper. Rub Spry well into each piece. Put chicken in shallow baking dish. Bake, uncovered, in hot oven (450°F.) 50-60 minutes or until golden brown on both sides. Turn just once!

When your family tastes that old-fashioned flavor, they'll never guess you cooked your chicken crisp and golden this easy, modern way! The secret? Pure, digestible Spry seals in the flavor and protects the chicken from cooking dry. You'll agree it's delicious, moist and tender, or Lever Brothers will return your money. For more easy Spry recipes, drop a postcard to Lever Brothers, 390 Park Avenue, New York 22, N. Y.

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Special Introductory prices! For a limited time only!

If you're planning to give a watch now or for Christmas, Gruen saves you up to **$25** during these few celebration weeks. A small deposit now reserves your watch at the special Jubilee introductory price savings. You can pick it up any time before Christmas . . . even after watches go up to their regular prices. Look at the tremendous values below—all new, all superbly styled, all dust-resistant, and all created with the famous Gruen quality that makes them America's greatest watch buys. See them at your Gruen jeweler tomorrow! The Gruen Watch Co., Time Hill, Cinn. 6, Ohio; in Canada, Toronto, Ont.

Gruen has been selected to time all Trans World Airlines reliable flights throughout the world.

NOW, A BEAUTIFUL 17-JEWEL GRUEN WATCH FOR AS LITTLE AS $33.75!

Prices include federal tax



ALLURE, 17 jewels, white with blue dial; or yellow with white dial. Dust-resistant. Gruen Jubilee Value, **$33.75.** Regular price, $39.75. **You save $6.00 by buying now!**



LOVEABLE, 17-jewel movement, matching bracelet. White or yellow case. Dust-resistant. Gruen Jubilee Value, **$42.50.** Regular price, $49.75. **You save $7.25!**



CARESSABLE VOGUE, 17 jewels. White or yellow gold-filled bracelet watch; dust-resistant. Gruen Jubilee Value, **$57.50.** Regular price, $65.00. **You save $7.50 now!**



GLAMOUR, 21-jewel movement. 14 kt. yellow gold case. Dust-resistant. Gruen Jubilee Value, **$82.50.** Regular price, $97.50. **You save $15.00 right now!**



ROYAL CORSAGE, 4 diamonds set in floral design, 14 kt. white or yellow gold. 21 jewels. Gruen Jubilee Value, **$110.00.** Regular price, $135.00. **You save $25.00!**

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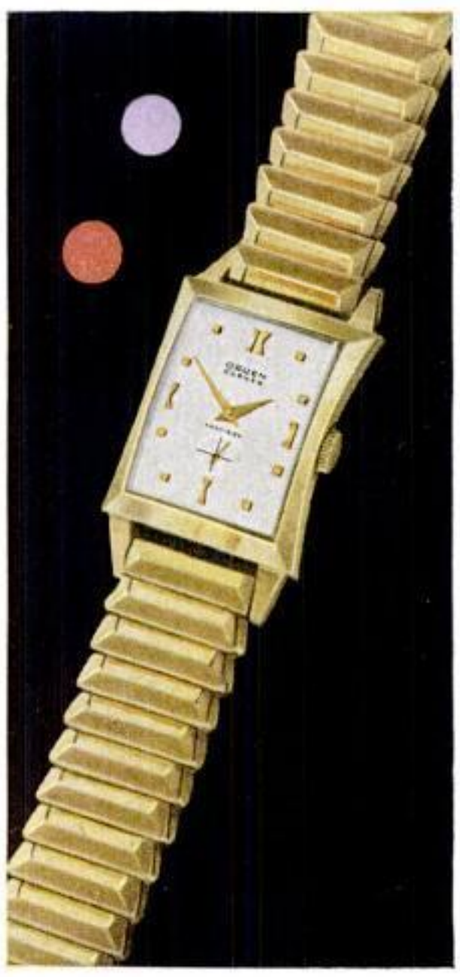
Jubilee Values

GRUEN
THE PRECISION® WATCH

PRECISION®—THE MOST IMPORTANT TRADE-MARK IN WATCHMAKING. LOOK FOR IT ON THE WATCH YOU BUY.



TRIUMPH, handsome style, ultra-modern dial, 17-jewel movement. Gruen Jubilee Value, **$33.75.** Regular price, $39.75. **You save $6.00 by buying right now!**



CURVEX HERITAGE, wrist-curved. 17-jewel Curvex movement. Gold-filled case, distinctive dial. Gruen Jubilee Value, **$59.50.** Regular price, $69.50. **Save $10.00!**



PARK AVENUE, 21 jewels. Gold-filled case. Shock-and-dust-resistant. Expansion band. Gruen Jubilee Value, **$65.00.** Regular price, $71.50. **You save $6.50!**



AUTOWIND DISTINCTION, self-winding, shock-resistant 17-jewel movement. Smart Gold-filled case. Gruen Jubilee Value, **$79.50.** Regular price, $89.50. **You save $10.00!**



HEIRLOOM, 21 jewels, 14 kt. yellow gold case. Shock-and-dust-resistant, handsome styling. Gruen Jubilee Value, **$100.00.** Regular price, $115.00. **Save $15.00 now!**

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"Silver spoon" flavor





Chocolate from the finest imported chocolate beans

MARS® BAR

LIKE A CHOCOLATE NUT SUNDAE



Honest-to-Goodness MILK CHOCOLATE | TOASTED WHOLE ALMONDS | CREAMY NOUGAT

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HEARTACHES IN A HOSPITAL



A WOMAN ALCOHOLIC PATIENT LIES INERT ON BARRED HOSPITAL BED AFTER COMING OUT OF DELIRIUM TREMENS IN A SCENE FROM OCT. 11 "MEDIC" SHOW

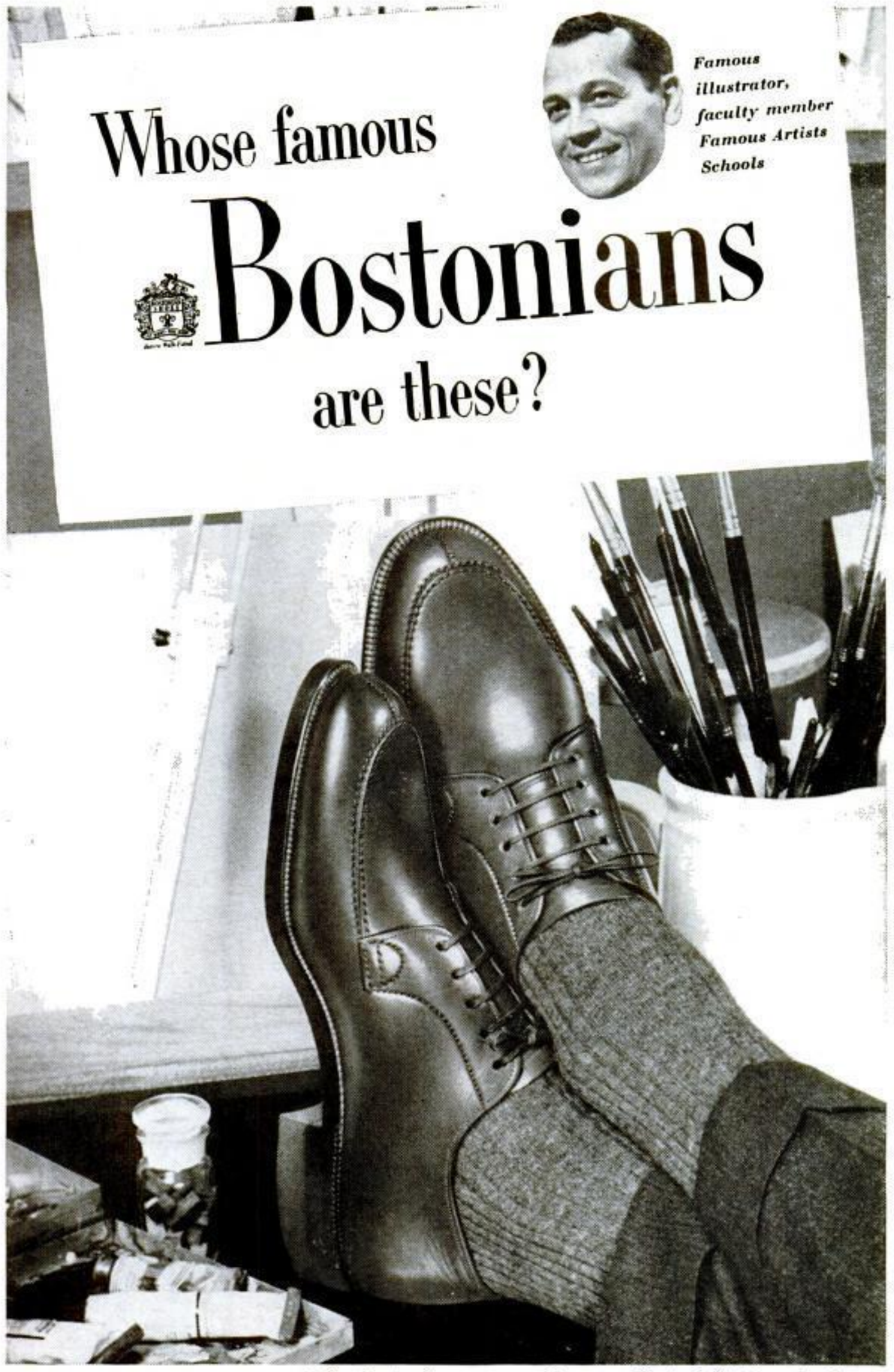
A new show, 'The Medic,' cuts into the grim but stirring world of real medicine

Easily the most sensational and most discussed new TV series of the season is NBC's *The Medic* (Mondays, 9:00–9:30 EST), which deals so vividly with doctors and their cases that viewers sometimes feel they whiff hospital disinfectant. Each of *The Medic's* weekly half-hour shows is based on an actual medical problem and is filmed mainly in and around Los Angeles County Hospital. Principal characters are played by actors, but most of the nurses, technicians and doctors in attendance are recruited from the hospital staff, who sometimes have to rush from a make-believe operation in front of the cameras to cope with the real thing (*p. 78*).

The Medic was originated and written by James Moser, who turned out more than a hundred scripts for *Dragnet*. Once in a while his new show suffers from the same monosyllabic, dead-pan tone. But by and large *The Medic* is concerned with such heart-wrenching problems of life and death —a pregnant mother dying of leukemia, an outbreak of bubonic plague, a small boy having an operation to correct his speech—that it rises above sensationalism and stands as one of TV's most absorbing adventures.

CONTINUED ON NEXT PAGE

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#446—Bostonian FRONTIER, Brown or Black Calf, Moccasin Front, Flexible Sole, Footsaver® Construction.

Shoes gleam and glow with the luxury of glove-soft leather!

Give a New England shoemaker luxurious leather to work with and you get shoe art without equal! Such are these famous BOSTONIANS—choice glove-soft leathers, beautifully put together with an underglow of color a man instinctively goes for. It's only natural for these BOSTONIANS to be the choice of famous illustrator STEVAN DOHANOS. *Most styles $16.95 to $24.95*

The man who sells Bostonians® is making friends for life



#618—MARSTON, Wing Tip, Tan or Black Calf.

#5364—MARSHALL, Plain Toe, Puritan Veal.

Bostonian Shoes, Whitman, Mass., Shoetown, U.S.A.

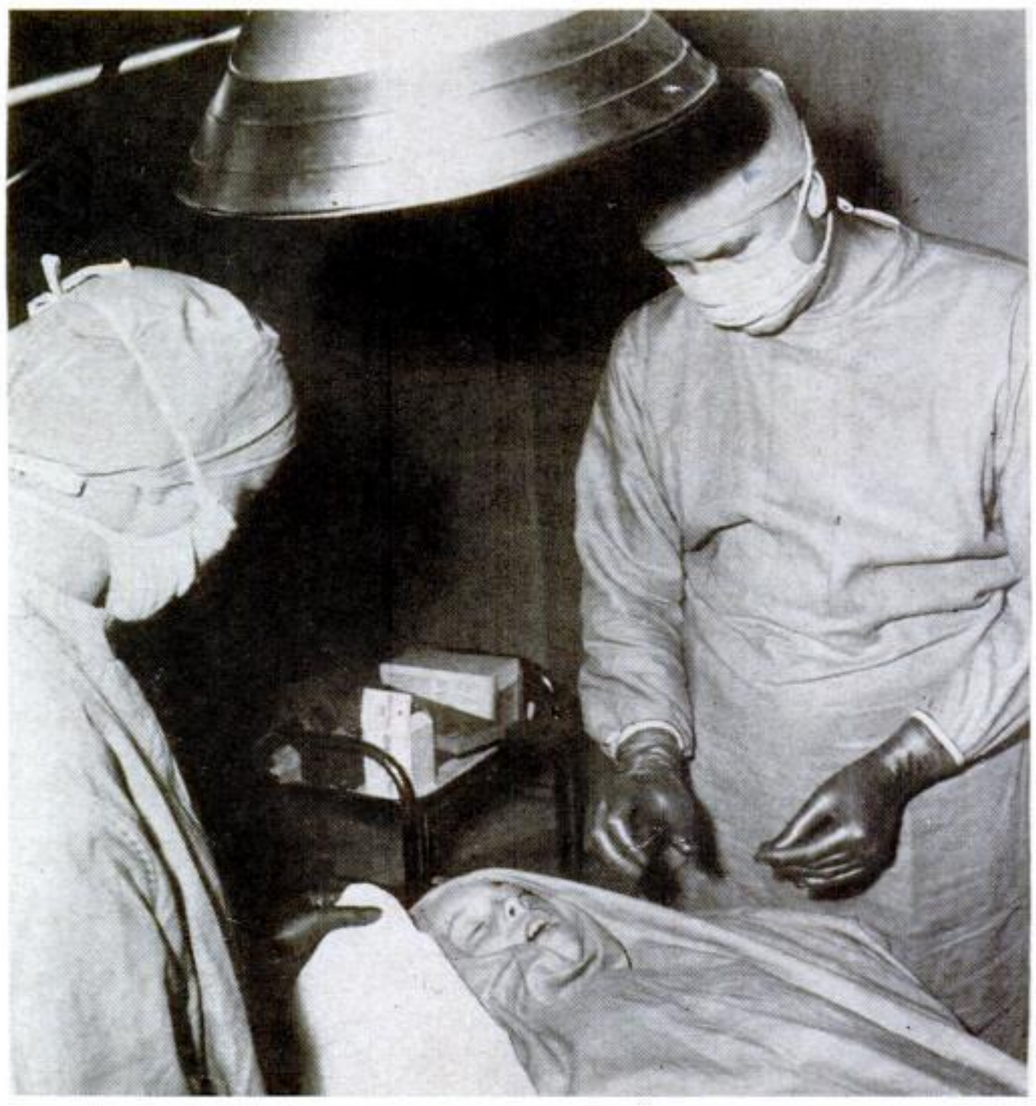
IT USES THESE SUBJECTS



BUBONIC PLAGUE forces doctors and nurses to wear masks and coveralls as they leave infected house in *Day 10*, which is scheduled to be shown Nov. 22.



LEUKEMIA overtakes pregnant wife, whose husband breaks news to her she cannot live. All doctors can do is try to keep her alive until baby is born.



CLEFT PALATE handicaps child in *Laughter is a Boy* until a successful operation. Child actor learned to mimic cleft-palate voice from hearing records.

CONTINUED ON PAGE 77

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"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-popped rice.

LISTEN CLOSELY -- Kellogg's Rice Krispies are such talkative little scamps, they might even speak right out from the printed page! Of course, that may be too much to expect, even from such a talented cereal as this. But if you'll pour yourself a bowlful tomorrow morning, you'll see what we mean -- you'll hear their pleasant "Snap! Crackle! Pop!" the moment you add milk or cream. That's how anxious the world's only talking cereal is to tell you how fresh and crisp it is. Try it and see.



"snap!" "crackle!" "pop!"

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Exclusive design — patents pending



ANNOUNCING! **The most sensational vacuum cleaner of all time!**

ALL NEW 1955

LEWYT on big wheels

Never, NEVER have you seen anything like it! Mounted on BIG RUBBER WHEELS, the revolutionary all new Lewyt is the world's FIRST and ONLY vacuum cleaner that rolls effortlessly all through the house! No lifting, no carrying! Rolls over door sills! Along bare floors! Across scatter rugs and thickest carpet! Rolls over its own cord without tangling! It not only swivels, but ROLLS room-to-room! It carries all cleaning tools!

All this PLUS MORE!

More power. Unequalled quietness. Instant dust disposal. Allergy-proof filter system. Bigger dirt capacity. Automatic deodorizing. No dust bag to empty. Yours ONLY in the great new 1955 LEWYT—see it today at 10,000 Lewyt dealers coast-to-coast!

LOOK how Lewyt's big rubber wheels take the hard work out of vacuuming!



ONLY LEWYT ROLLS READY-TO-USE from your closet! Tubes, hose, nozzle can be kept assembled! Just roll out your Lewyt and away you go!



ONLY LEWYT ROLLS OVER SCATTER RUGS, door sills—from bare floors to deep carpet—all without once catching or tipping or scratching!



ONLY LEWYT SWIVELS AND ROLLS FROM ROOM-TO-ROOM! Because of its big rubber wheels, you don't have to lift it, drag it, or carry it!



...AND LEWYT ROLLS WITH ALL TOOLS everywhere you go*—no chasing back and forth! Tools ride compactly behind, don't bump or dig furniture!

*Tool Rack for back of Lewyt and Wall Rack for closet, optional at small extra cost.

- **New! Extra rug cleaning power!** New Dual-Turbo Motor plus No. 80 Carpet Nozzle clean rugs 4 ways at every stroke!
- **New! "Power-Dial"** for exact suction! New quietness!
- **New! Instant dust disposal!** Flip open hinged top, toss out "Speed Sak!" No clamps to undo! No dust bag to empty!
- **New! Allergy-proof filter system!** Filters the air 5 times!
- **Plus!** New "Pistol Grip!" New deodorizer! Comes with all tools to clean your home from floor-to-ceiling!



Whee! it's on Wheels!

Model 77

ONLY $89.95

Slightly higher in Far West. Your nearest Lewyt dealer is listed under "vacuum cleaners" in your phone book. Available at leading stores in CANADA.

LEWYT OFFICIALLY ENDORSED *by National Institute of Rug Cleaning, Inc....*official association of professional rug cleaners, owners and operators of professional rug cleaning plants. *Vacuum your rugs daily.* Have them professionally cleaned at least once a year by a professional rug cleaner.

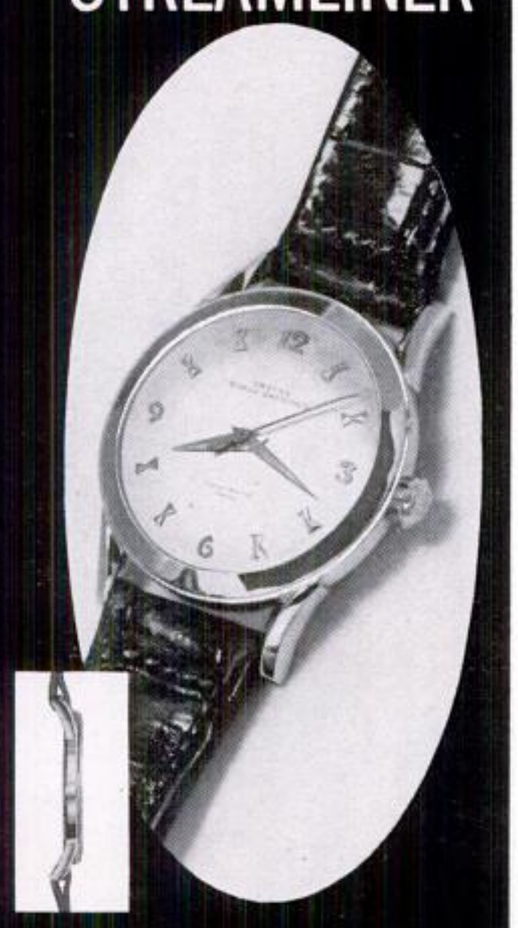
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DO IT WITH the all new 1 LEWYT

LEWYT CORPORATION,
84 Broadway, Brooklyn 11, N. Y.

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STREAMLINER



Thinnest modern design.
Self-Wind for greater precision.

Certified Waterproof*
17 ruby-jewel movement.
Shock-Dust Resistant. Anti-Magnetic.
Sold and serviced in 85 countries by jeweler-craftsmen who honor the Nivada Grenchen guarantee. **$69.50** F.T.I.

*As long as crystal is intact, case unopened.

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For name of your friendly neighbor—the jeweler, write: Croton Nivada Grenchen, 404 Fourth Ave., N. Y., 16, N. Y.

It's Hard to Smile When Your

FEET HURT,

Tire, Ache, Burn, Chafe!

DOCTOR'S FAST RELIEF!



Pain is reflected in your face when your feet tire, ache, pain or burn from exertion. The way to be foot-happy is to condition your feet each day with soothing Dr. Scholl's Foot Powder. Eases new or tight shoes . . . helps prevent Athlete's Foot, too. Get Dr. Scholl's Foot Powder today. Sold everywhere.

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Keeps Men's
Collar Points
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USE..HOLLYWOOD
sani-®
white
for the whitest shoes
you've *ever* worn!
At Leading Chain and Independent Stores
in the United States and Canada

ZUD Removes RUST & STAINS
from BATHTUBS • SINKS • bottoms of COPPER POTS
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Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN
REPLACEMENT OR REFUND OF MONEY

FREE SAMPLE
Give names of your dealers.
ZUD is sold at Grocers, Hardware, Dept., 10¢ Stores

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'THE MEDIC' CONTINUED

ITS PRODUCTION PROBLEMS



DUMMY BABY but real nurses are used for rehearsals of "With This Ring." Problem is to arrange lights and stage business without taxing the infant.



REAL BABY, 4 hours old, appears before television cameras only for brief shooting of actual scene showing how newborn child is washed and bundled.



BABY'S BIG SCENE occurs when he is shown to mother. Both doctor and mother are professional actors. After shooting, baby is put back in incubator.

CONTINUED ON NEXT PAGE



Before you go to bed

SOOTHE YOUR TIRED EYES

WITH A **2-DROP** BATH OF **MURINE**

Among those small, personal attentions that bring the day to a pleasant close—don't forget a 2-drop bath of Murine for your eyes. Just two drops in each eye seems to float away the day's accumulated annoyances in mere seconds—and then sleep can come so much easier. Again, when you arise, Murine helps your eyes begin the new day feeling wide-awake and eager. And later on, if they get a dull, heavy-lidded feeling, they'll feel refreshed quick as a wink from a simple application of Murine. It's gentle as a tear, so you can use it whenever your eyes would like. A 2-drop bath of Murine at regular intervals is such a pleasant daily custom—and helps promote a clean, healthful condition. Murine makes your eyes feel good.

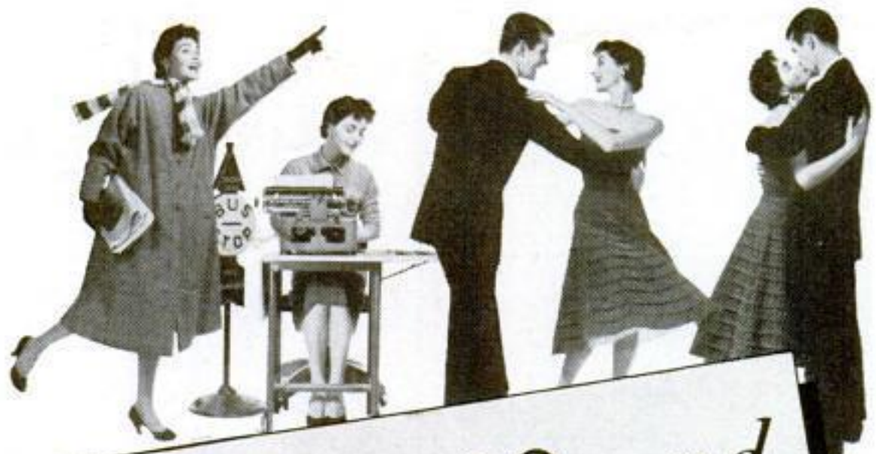
MURINE
for your eyes*



*TRADEMARKS REG. U. S. PAT. OFF.

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no matter how active you are...



ODO·RO·NO *and only* ODO·RO·NO

gives you 24 hour protection **GUARANTEED***

NEW!

A super-effective, "Action-Proof" ingredient now in Odo-Ro-No—perfected after years of research—brings you the safest, *surest* deodorant protection ever known!

No other deodorant promises full 24 hour protection no matter how active you are—because *no other deodorant* has the secret of this remarkable "Action-Proof" formula exclusive in new Odo-Ro-No!

Switch to new Odo-Ro-No! See how much safer you are with this amazing anti-perspirant than with ordinary deodorants that only check odor. See for yourself how *completely Odo-Ro-No stops odor—instantly controls perspiration—instantly supplies EXTRA PROTECTION* for active moments! Never sticky, always gentle, no other deodorant is safer for skin and fabrics.

TODAY! SWITCH TO NEW ODO·RO·NO CREAM AND SPRAY



***GUARANTEE:** Odo-Ro-No when used daily protects completely for 24 hours, no matter how active you are, or money refunded by Northam Warren Corporation, New York.

A REAL CRISIS INTRUDES



ACTING A SCENE, the hospital cardiograph expert operates his machine for *I Climb the Stairs*, which deals with a woman's heart operation. In middle of the shooting, a sudden emergency operation (*below*) interrupted his acting.



AT ACTUAL OPERATION cardiologist is shown after dash to read cardiograph on patient whose heart had stopped. As result of test, heart was massaged, patient was saved. Ten minutes later cardiologist resumed TV scene.

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KING SIZE and REGULAR...

OLD GOLD is a cigarette you can trust!



ENJOY A TREAT INSTEAD OF A TREATMENT!

UNLESS YOU'RE DOGGONE POSITIVE your present cigarette is the right one for you . . . today is the day to turn to Old Gold and take comfort in this fact:

For nearly 200 years, ever since 1760, the makers of Old Golds have provided millions and millions of people with the carefree pleasure of fine and friendly tobaccos—that's experience that no other cigarette company can even come close to.

In both king size and regular . . . Old Gold is a brand you can trust . . . a treat you can trust.





BIRDS EYE-PHILCO®

$40,000 worth of prizes:



25 FIRST PRIZES!

BIG 14-cubic-foot PHILCO FREEZERS

You can win one of these big upright Philco Freezers. Stores 490 pounds of frozen foods right in your own home. Designed with more exclusive new features than ever before, to make your living . . . "EASY-LIVING."

100 SECOND PRIZES

8.4-cubic-foot PHILCO FREEZERS

The exclusive Philco Chest Freezer with sloping front puts 70% of the foods above knee level . . . makes it easier to reach foods without stooping or straining. Holds 295 pounds.



Easy to enter

Easy to win

BIRDS EYE BRAND FROSTED FOODS REG U S PAT OFF

Just one Birds Eye package label or Birds Eye can top (or your entry stamped by your Philco dealer) is all you need to enter the most-fun contest you ever got in on! *Today* pick up a package of the most "special" frozen foods you ever tasted —BIRDS EYE FROSTED FOODS.

You'll love Birds Eye! Always top quality — and tops in convenience for *easy living*.

Scan the "Easy-Living" picture on the opposite page carefully. Then use the entry blank provided to tell us, in not more than 25 words, "WHAT'S *RIGHT* WITH THIS PICTURE" as far as *you* are concerned.

Do it now! Pick up a package of Birds Eye. Enjoy Birds Eye at tonight's dinner. Then use the label to help you win a Philco Home Freezer.

Watch for BIRDS EYE "Easy-Living" sales at your grocer's!

Products of General Foods

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"EASY-LIVING" CONTEST

win PHILCO Home Freezers!

TO WIN! TELL WHAT'S RIGHT WITH THIS PICTURE



"EASY-LIVING" TIPS TO HELP YOU WIN!

The key to this picture is convenience and economy.

- Cooking in advance
- Buying in quantity
- Foods always on hand . . .

are just a few of the things that are right with the picture. There are many more! How many do you see?

Use this entry blank or one side of a sheet of paper. For additional entry blanks see your Birds Eye or Philco dealer

ENTER NOW!

FOLLOW THESE EASY RULES

1. Tell us in 25 words or less "What's *right* with this picture" as far as you are concerned. Use the entry blank or one side of a sheet of paper. Be sure to print your name and address plainly.

2. Mail your entry, along with one Birds Eye label or can top (or have your entry stamped by your Philco dealer), to:

Birds Eye-Philco "*Easy-Living*" Contest
Post Office Box No. 56
New York 46, New York

Entries must be *postmarked not later than midnight November 30, 1954*. Entries with insufficient postage will not be considered.

3. Submit as many entries as you wish as long as each is your own original work, submitted in your own name, and so long as each is accompanied by a Birds Eye label or can top, or your entry stamped by your Philco dealer.

4. This contest is open to everyone residing in the continental United States, except employees of the General Foods Corporation or Philco Corporation, their subsidiaries, their advertising agencies, and members of their immediate families.

5. Prizes listed will be awarded to contestants on the basis of originality, sincerity and aptness. Decisions of the judges are final. Judging will be done by The Reuben H. Donnelley Corporation. Duplicate prizes will be awarded in event of ties. No entries will be acknowledged or returned. All entries become the property of General Foods Corporation and Philco Corporation, to be used as they see fit. This contest is subject to all Federal, state and local regulations.

6. All winners will be notified by registered mail as soon as possible after the close of the contest. Send stamped addressed envelope if you wish to receive a complete list of winners.

MAIL THIS ENTRY TO:

Birds Eye-Philco "Easy-Living" CONTEST
P.O. BOX 56, NEW YORK 46, N. Y.

My Name: _____

Street _____

City _____ State _____

Here is what I think is *right* with this picture (in 25 words or less):

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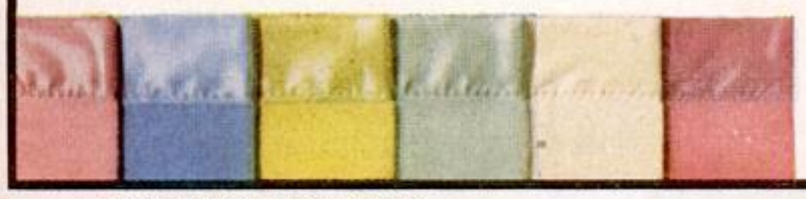


COMES OUT OF THE WASH

THE WAY IT CAME OUT OF THE BOX!

Pepperell's new luxury blanket of 100% Acrilan

Here it is . . . the newest, most modern blanket you can buy! Lift this blanket from its box, and get your first surprise. *This* is how a luxury blanket should feel . . . so deep, so heavenly-soft and nappy! When you wash it, you'll really be amazed, because it dries just as fluffy, just as luxurious as the moment you lifted away the tissue. No matter how often it goes into the wash, this new blanket of Acrilan acrylic fiber won't get stiff, won't mat or flatten out, won't get pebbly, will keep its original size and shape. You'll never have to store it away, because moths and mildew won't attack it. It keeps you warm on the coldest nights, yet it rests like a kiss on your shoulders. Eventually you'll want to replace all the blankets in your house with these remarkable new blankets of Acrilan. Why not start with *your* bed? **Only $16.95.***



P.S. Or the children's? There's an Acrilan crib blanket that can be a mother's best friend on washday. **Only $5.95.***

*prices slightly higher west of the Rockies

ACRILAN®
ACRYLIC FIBER BY CHEMSTRAND

THE CHEMSTRAND CORPORATION, 350 Fifth Ave., New York 1 • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala. • CHEMSTRAND NYLON—Pensacola, Fla

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CROOKED GENERAL



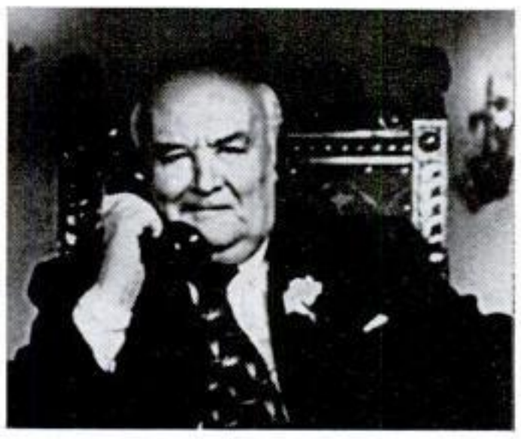
RUTHLESS SCIENTIST



EX-NAZI CHEMIST



EVIL TYCOON



CORRUPT GOVERNOR



IMMORAL MINISTER

CAST OF VILLAINS above, crudely portrayed, are supposed to symbolize the main forces of evil in the U.S.



IN MOVIE, NEGROES FRAMED ON RAPE CHARGE AWAIT DEATH AS GUINEA PIGS IN RADIOACTIVITY EXPERIMENT

REDS'-EYE VIEW OF U.S.

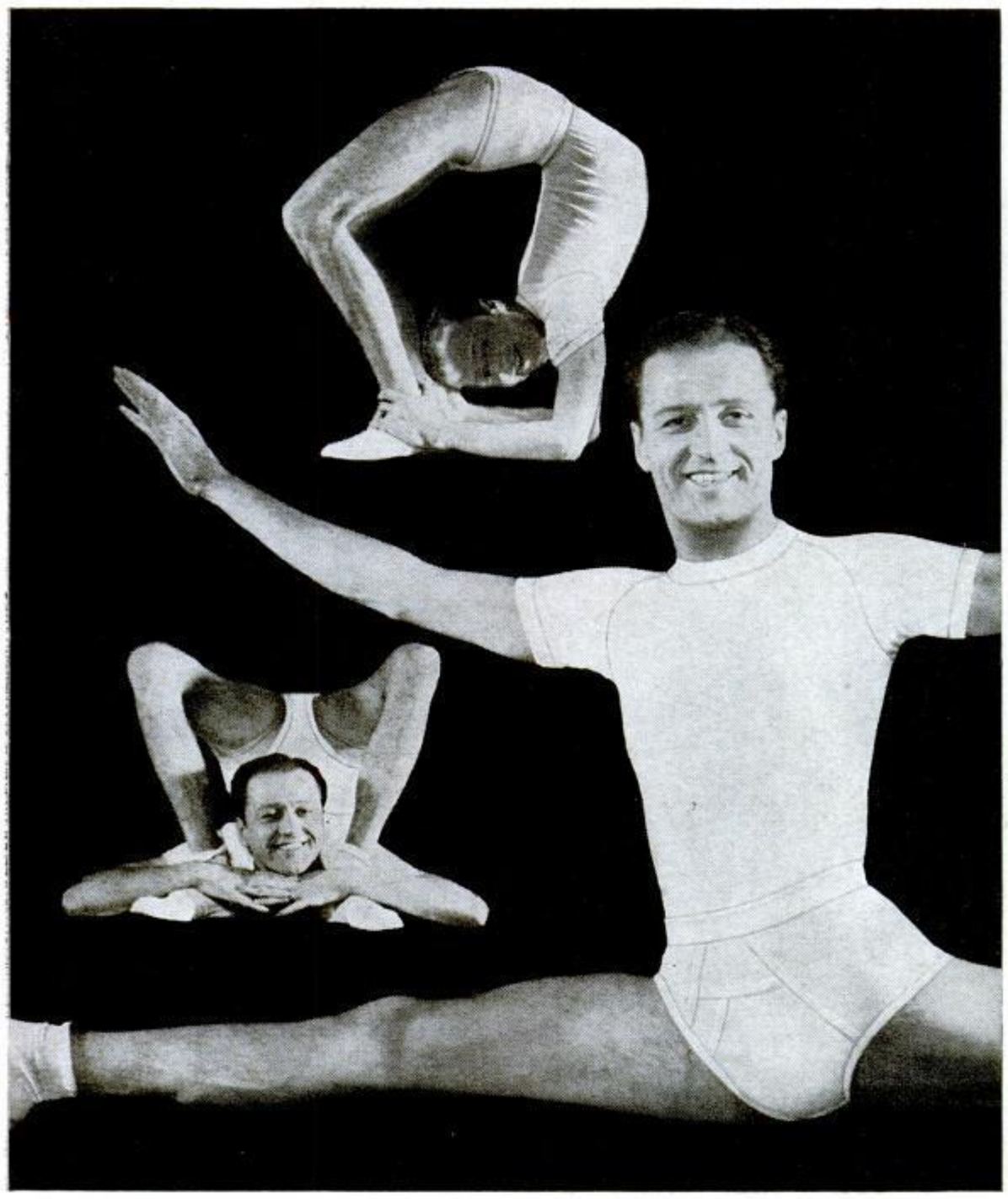
Russians make crude, effective hate-America film for home consumption

In newspaper editorials, cartoons and even history books, Soviet propagandists picture the U.S. as a whisky-soaked land run by a gangster group of businessmen, politicians, generals and clergymen, all in cahoots. Although most Americans realize that this is the official Communist line, few know to what extremes Red propagandists go. The luridness of their characterization is shockingly dramatized by a motion picture called *Silvery Dust* now being shown in Russia and satellite countries.

The film, a print of which was obtained by LIFE from a European source, is built around a fictitious American scientist who has developed a ghastly radioactive substance capable of wiping out vast areas of the world. He needs human guinea pigs to prove the deadliness of his dust. As he tries to round up some victims, two rival tycoons—with a wicked general and a Nazi scientist as go-betweens—battle for control of the formula. The wild and woolly plot includes false arrests, kicking a Negro maid, a suborned complaint against her son and an attempted lynching, all of which, the film implies, are everyday occurrences in the U.S. Crude as this may seem to Americans—and however much it may puzzle some Russians who recall Kremlin pronouncements on the feasibility of "coexistence"—the film could well be effective propaganda for most iron curtain moviegoers who have no way of knowing what a monstrous fraud they are watching.

CONTINUED ON NEXT PAGE

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CONTORTIONIST ALF CARLSON feels no pull, no strain, no bind in Allen-A "Dittos"

HOW'S THIS FOR FREEDOM OF MOVEMENT?

International novelty star Alf Carlson's pretzel-act is a tough stretch-test for Allen-A "Dittos."

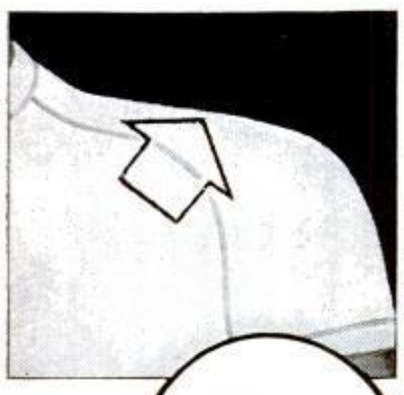
But it demonstrates that no matter what crazy, mixed-up pose *you* strike—putting up the screens, bowling or just being the life of the party—you'll feel no tug from Allen-A T-shirts and briefs.

The "Dittos" T-shirt has a unique contour shoulder that's extra free-stretching—accommodates extreme muscle expansion without binding, never sags.

The "Dittos" briefs are cut for complete comfort . . . skilfully re-enforced and taped for long and satisfactory service.

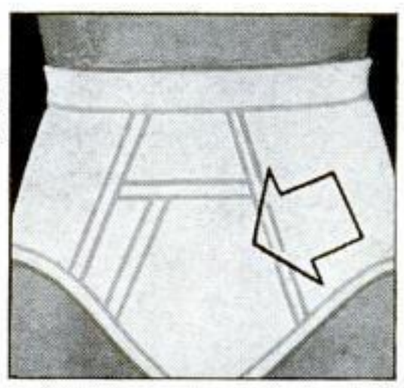
The soft, resilient fabric is **ALLENIZED*** combed cotton knit—keeps its shape and size through countless wearings and washings. Neckband and crotch are re-enforced with NYLON for extreme durability.

**Allenized* fabrics will not shrink out of shape or size*



← No seam on shoulders, no tight armhole. Contour shoulder gives smooth line, no pull or strain. Nylon re-enforced 2-ply collar, triple stitched.

Nylon re-enforced 2-ply crotch, self-adjusting. Full overlap for complete coverage. Taped front gives gentle support. →



Briefs and T-Shirts $1.00 each . . . 3 for $2.85 at your favorite men's wear counter.

Allen A® "Dittos"* they second your motion!"

*Reg. U. S. Pat. Off.

THE ALLEN-A COMPANY, PIQUA, OHIO. New York Office: Empire State Building, New York 1, N. Y.

Reds'-Eye View CONTINUED



ASSAULT ON "PEACE LOVERS" by police breaks up demonstration by "progressives" (who carefully avoid calling themselves Communists) in what is shown as a southern U.S. town. Six Negroes and a prostitute are arrested.



ARRESTED PROSTITUTE shows cops where minister pinched her during demonstration. They force her to accuse Negroes falsely of rape so that they can be condemned to death and used by scientist in silvery dust experiments.



APPEAL TO CONSCIENCE of prostitute is made by scientist's good stepson. After she retracts charges Ku Klux Klan threatens to lynch Negroes. The sheriff "saves" them, only to send them to laboratory for use in dust tests.

CONTINUED ON PAGE 87

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You just can't match the wonderful taste of good hot oatmeal



Ask yourself. What other breakfast cereal—hot or cold—tastes as downright delicious as Quaker Oats? And gives you so much good nourishment?

You get more protein from oatmeal than from any other leading cereal. That's why Quaker Oats helps adults keep fit—not fat. Helps children grow strong, healthy bodies.

People eat more oatmeal than any other breakfast cereal. It tastes so good. It is so good for you. Isn't it time you treated yourself to good hot Quaker Oats?

America's most popular cereal
. . . hot or cold



Mother's Oats and Quaker Oats are exactly the same

Quick as coffee! Cooks in only 2 minutes!

All you do is pour Quick Quaker Oats into boiling water. (Or start it in cold water for extra creaminess.)

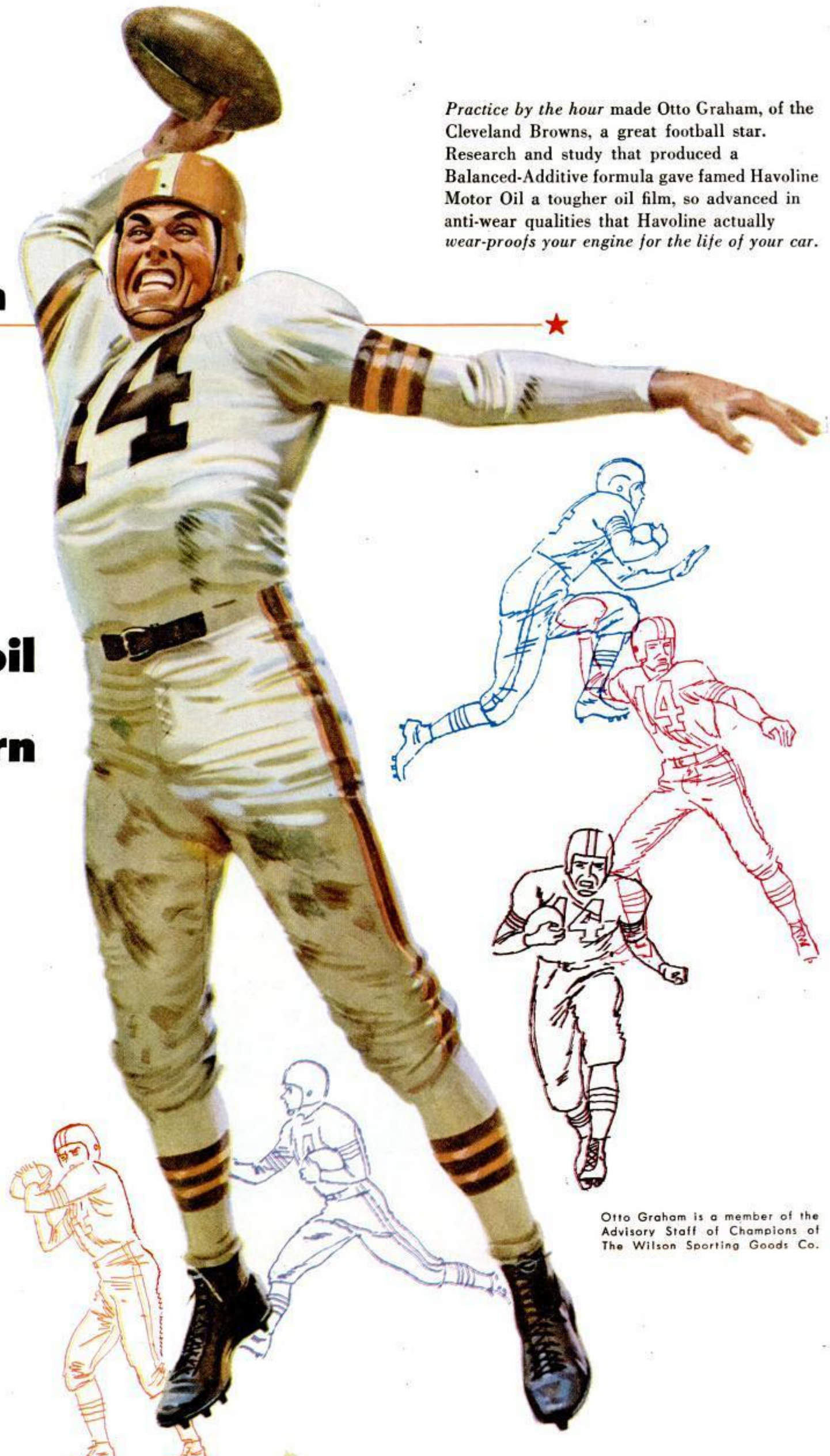
While the coffee's perking, your oatmeal is completely cooked—creamy-smooth, delicious—in just 2 minutes.

QUAKER OATS

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A Star is Made, not Born

Practice by the hour made Otto Graham, of the Cleveland Browns, a great football star. Research and study that produced a Balanced-Additive formula gave famed Havoline Motor Oil a tougher oil film, so advanced in anti-wear qualities that Havoline actually *wear-proofs your engine for the life of your car.*



. . . and the Best motor oil is Made, not Born

Nature's best oil had to be *made better*—to keep modern high-speed engines out of trouble.

To the best motor oil that superior refining can produce, Texaco engineers added an exclusive balanced formula of additives, giving *Advanced Custom-Made Havoline* advantages found in no other motor oil.

These include: a tougher oil film so advanced in anti-wear qualities that Havoline actually wear-proofs your engine for the life of your car . . . better-cleaning, anti-rust, anti-acid action. This means more power, more miles from every gallon of gasoline.

Get *Advanced Custom-Made Havoline Motor Oil* from your Texaco Dealer, *the best friend your car has ever had.*



Wear-proofs your engine for the life of your car

Otto Graham is a member of the Advisory Staff of Champions of The Wilson Sporting Goods Co.

TEXACO DEALERS . . . IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America

THE TEXAS COMPANY

TUNE IN . . . TEXACO STAR THEATER starring JIMMY DURANTE or DONALD O'CONNOR on television . . . Saturday nights, NBC

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Reds'-Eye View CONTINUED



THICKENING PLOT finds the scientist's bad son taking keys to silvery dust lab from pockets of his sleeping father. At the instigation of ex-Nazi chemist, he plans to steal some of the dust and sell it to an evil industrialist.



RETRIBUTION, PART ONE, comes when bad son, screaming in agony, runs from the laboratory to drop dead in front of his father and mother. He did not know the dust had been activated for use next day on the Negroes.



RETRIBUTION, PART TWO, comes when gangsters and the Nazi try to extort the silvery dust secret from scientist. But he dies of a heart attack taking the secret with him. In happy ending "peace lovers" release Negroes.

CONTINUED ON NEXT PAGE



The only Chocolate Milk that makes itself!



NO BEATING, NO SHAKING
Just add 2 teaspoons of QUIK to your glass of cold milk, give it a brief stir, and it's ready! It stays chocolaty all the way down, never separates.



THE VERY BEST CHOCOLATE
Only Nestlé's gives you that true, rich chocolate flavor, that creamy rich chocolate-bar smoothness. 'Cause Nestlé's makes the very best chocolate.



NESTLÉ'S Quik

© 1954, The Nestlé Company, Inc.

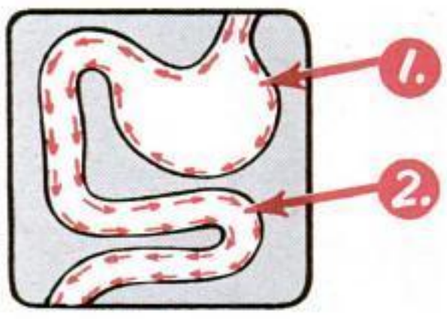
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Stomach UPSET?

Indigestion? Nausea? Diarrhea?

Hospital Tests prove Pepto-Bismol works where Soda and Alkalizers fail!



Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

Pepto-Bismol also helps calm distress in the intestinal tract ...where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. Pepto-Bismol helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating.

No wonder Pepto-Bismol is America's leading family remedy for upset stomach!



A NORWICH PRODUCT

Take Hospital Tested

Pepto-Bismol®

...and feel good again!

THE MISTAKES DO NOT MATTER



FAMILY DRINKING BOUTS are shown as part of U.S. life. Here the scientist approvingly watches his wife serve drinks to his 17-year-old son. Drinking straws, usually used in the U.S. for ice cream sodas, litter the table.



MISSPELLED HEADLINES and faulty grammar appear on front page of movie version of New York *Times*. Aimed for audiences in the provinces, not the big cities, the film carelessly dressed U.S. settings in Russian furniture.



A "RIOT" PICTURE (*left*), apparently showing street battle under caption "Negro Student Accused," is actually a prizewinning Mark Kauffman shot for LIFE of a lady battling to see Eisenhower during a 1952 election rally.

Copyrighted material

Save **Time**...Save **Work** With This **Sensational New G-E Attachment!**



IT CLEANS RUGS . . .



LIFT, IT TURNS ITSELF OVER . . .



IT CLEANS FLOORS

You never have to change attachments to clean rugs and floors! New 2-in-1 rug and floor attachment makes famous G-E "Reach-easy"* cleaning even easier!

You clean your rug with a powerful tool that gets up even "deep-below-the-nap" dirt. Then simply lift the lightweight wand . . . the attachment turns over and . . . you clean your floors with a powerful tool that even gets up "deep-in-the-cracks" dirt!

Only General Electric offers you this new attachment to make its famous "Reach-easy" cleaning even easier! Stop in soon at your friendly General Electric dealer's and try this new attachment yourself.



SWIVEL-TOP CLEANER

MODEL C-2



$89.95†

†*Manufacturer's suggested retail price, new 1954 model.*

Just set this wonderful new cleaner in the center of the average size room and then—*without once moving the cleaner*—you reach everywhere—floor to ceiling, wall to wall. For the amazing Swivel-top goes round with you as you go round the room!

And you get strong, steady cleaning power . . . the largest "Throw-Away" Bag made . . . and a cleaner built to last because it's built by G.E.! General Electric Co., Small Appliance Division, Bridgeport 2, Connecticut.

WIN $10,000 CASH—plus a big cash bonus

in the G-E SWIVEL-TOP CLEANER CONTEST

Simple to enter! Easy to win! Grand prize $10,000—155 other cash prizes! Big cash bonuses, too! Your G-E Cleaner dealer is Contest Headquarters. See him today for official entry blank and complete details!

Progress is our most important product

GENERAL ELECTRIC

Copyrighted material

Gloves created by
Mary Hull

to be sure it's FRESHER

WE ALL PICK THE BREAD THAT'S WRAPPED IN WAXED PAPER

You're smart about keeping foods fresher . . . YOU just wrap them in waxed paper! You can be equally smart in buying bread by choosing the loaf wrapped in waxed paper. New, improved waxed paper now used by leading bakers is unequalled in shutting out air, light . . . sealing in flavor, freshness, nutrition.

And waxed paper stands up best after you bring your bread home, too. Tough, hard to tear, it rewraps easily. KEEPS bread at its best in your breadbox, refrigerator or cupboard. Yes, for keeping bread fresher, longer, there's just nothing like waxed paper.

For Freshness and Flavor Buy Bread in WAXED PAPER!

© WAXED PAPER MERCHANDISING COUNCIL, INC.

It isn't a meal without BREAD!



Waxed Paper keeps food *fresher*, longer—you've proved it in your very own kitchen.

Copyrighted material



JO NAPS IN CUBE'S BEDROOM. KEN WORKS IN STUDY. THE LIVING AREA IS AT RIGHT, STORAGE SPACE IS ABOVE IT

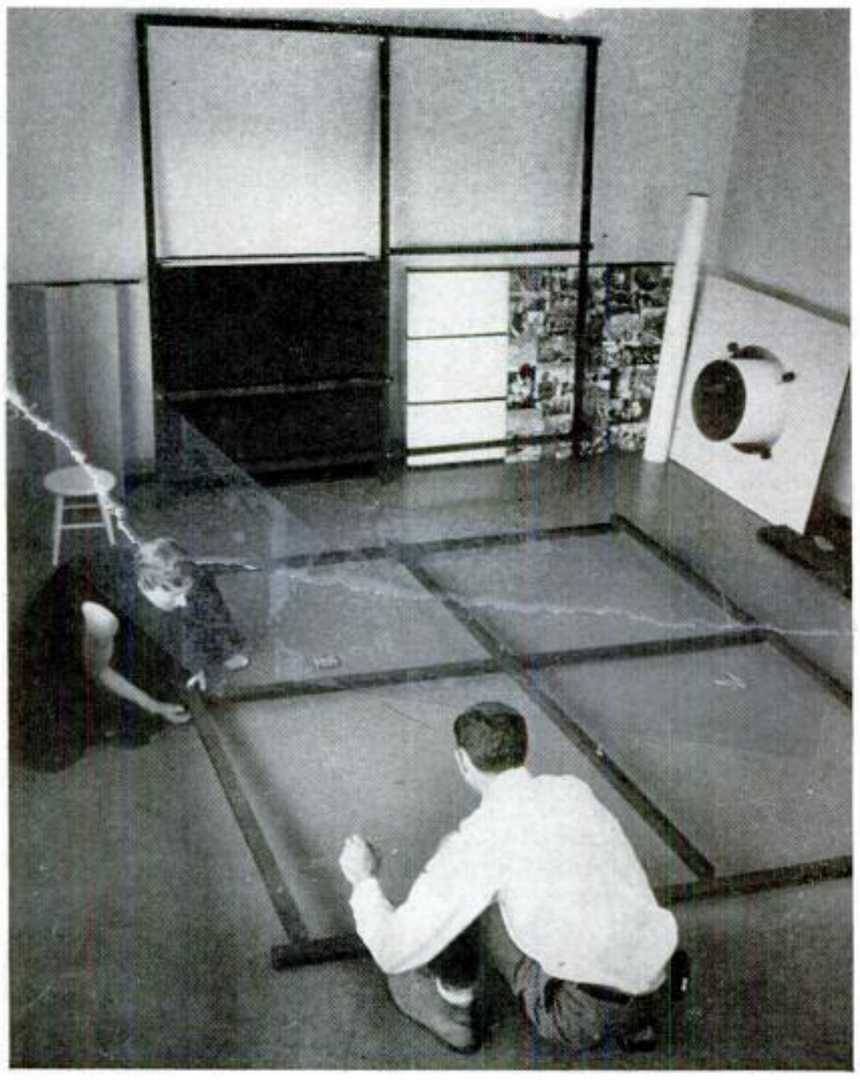
HOME IN A CUBE

Odd contraption gives a couple two living levels in a small room

When Ken Isaacs, a penniless design student at Bradley University in Peoria, Ill., married Jo, who also had no money, they decided they either had to set up housekeeping in a tree or find a cheap alternative. Their solution was a cubical structure, like the one above, which enabled them to convert a one-room apartment into a kind of two-story house with living and dining quarters, bedroom, study, storage space.

Ken and Jo lived in their cube happily for almost a year. The reaction of their friends, Ken recalls, "was usually one of curiosity and amazement. Only a few laughed."

Encouraged, Ken and Jo this year displayed an improved version of the cube at the annual exhibit of the Cranbrook Academy of Art. Now Ken plans to mass-produce a version of the cube which he thinks can sell for under $300.



MATERIALS for 8-foot cube consist of 2x2's for frame, panels, fireplace. Cube fits in 14x16 room.

CONTINUED ON NEXT PAGE

Once over with soothing 'Chap Stick' and your lips feel like new



the favored lip balm of our Armed Forces



wonderfully soothing for feverish lips



the family friend for dry, cracked, sore lips

★

Dry lips can easily lead to sore lips. Moistening them with your tongue is of no real help. 'Chap Stick' soothes them lastingly—keeps them comfortable and refreshed. Use 'Chap Stick' regularly and carry it with you always. Specially medicated—antiseptic—protects while it soothes.

Buy a Personalized 'Chap Stick' for every member of the family and refuse all substitutes.*



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"For all casual dining I use Roylprints" (DISPOSABLE PAPER PLACE MATS)

Says **Mrs. Charles Amory**
of New York and Palm Beach



Take a tip from one of America's best-known hostesses and set *your* table with Roylprints. Stunning, up-to-date patterns in rich, full colors give each setting that smart, fresh touch that adds so much. And Roylprints end the fuss and bother of linens—*and* those high-priced laundering bills. Table setting is a matter of seconds, with nothing to wash or put away ever. Get Roylprints for pennies today at your favorite Variety, Supermarket or Department Store.

Roylprints
Paper Place Mats

Roylies
Lace Paper Doylies

Royal Lace Paper Works, Inc., B'klyn 1, N. Y. (A Subsidiary of Eastern Corp.)

DESIGNED FOR **Royal** LIVING EVERY DAY!

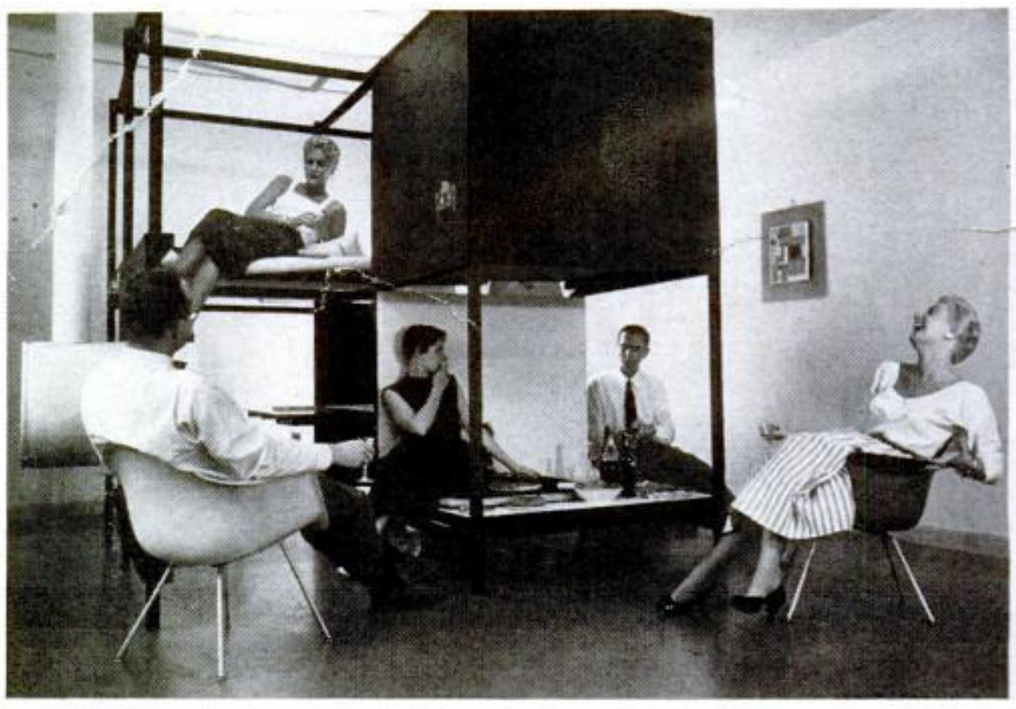
MANUFACTURERS OF ROYLIES LACE PAPER DOYLIES AND ROYLEDGE SHELF LINING PAPER AND EDGING ALL-IN-ONE



ASSEMBLING CUBE at Cranbrook Academy of Art, Ken and Jo used only wrench, pliers, screw driver, had the structure set up in less than two hours.



IN BEDROOM Ken stands next to storage space. Bed is foam rubber mattress on plywood panel. Ken's collection of clippings decorates panel at left.



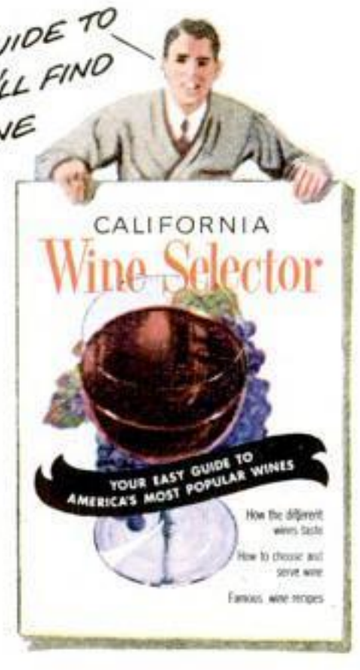
ENTERTAINING, Ken and Jo also use space in room where cube is housed. The cylinder at left is for an open fire. Flue often can lead through window.

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DURING
NATIONAL WINE WEEK
OCTOBER 9-16
YOUR WINE DEALER INVITES
YOU TO DISCOVER HOW

California wine helps you live better



THIS IS A BIG PROMISE—this promise that wine can add more enjoyment to your everyday living. But over 21 million American families have found how true it is. And you can, too—*this week.*

Visit your neighborhood wine dealer and see his attractive displays of California wine. Talk with him about wines and their special pleasures—amber-colored Sherry to enjoy leisurely before dinner...and deep-red Port so popular to serve guests in the evening. Discover, too, the gay California dinner wines like robust, red Burgundy and golden Sauterne that can add so much fun and flavor to your dining.

And note how little these fine wines of California cost. You can serve them for only a few cents a glass.

The "Wine Selector" at right proves how easy it is to know and enjoy wine. It tells about wine flavors, gives wine recipes and serving suggestions. Get your *free* copy from your wine dealer or by writing...

Wine Advisory Board, 717 Market Street
San Francisco 3, California

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New! G-E Spacemaker gives you big-range cooking in compact space...only $229.95

(OR ABOUT $2.38* A WEEK)

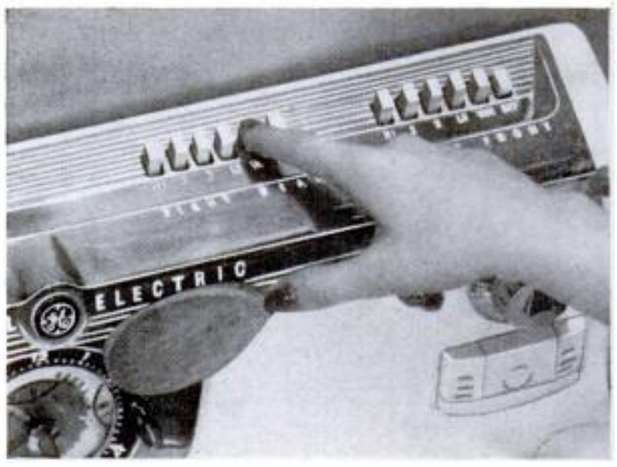
Oven so big it cooks 10-lb. roast, au gratin potatoes, apple brown betty for 24... all at once!

Takes up to 16 inches less width than a 40-inch range. Yet it has practically every big-range cooking feature you can imagine.

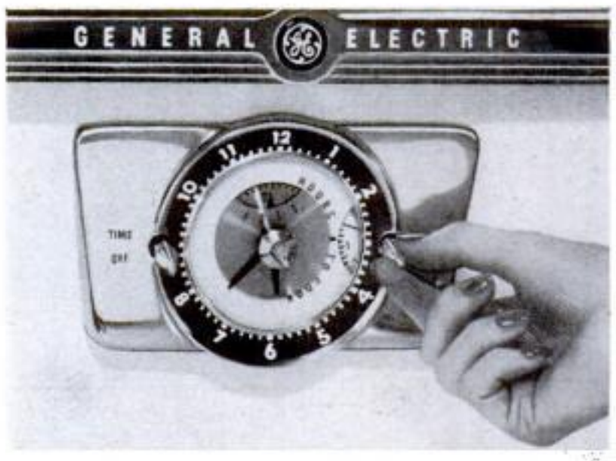
Famous "Focused Heat" broiler cooks meats the delicious "charcoal" way. EXTRA-Hi-Speed unit gives speedy, efficient cooking starts.

Wide, floodlighted oven. Easy to clean.

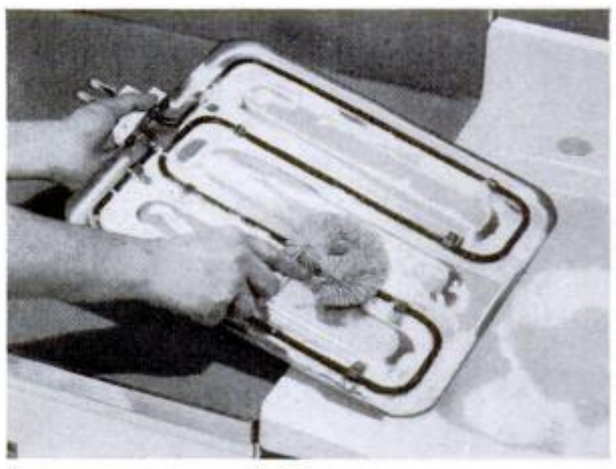
Surface units are widely spaced to allow for big pans—hinged so you can lift out drip pans. Indicator light shows when oven is preheated, 2 appliance outlets—1 timed, big storage drawer, full-length fluorescent lamp over cooktop.



Cook with pushbuttons. Click them on with a fingertip-touch, even when your hands are full or wet. Exact, even heats, warm to hi-speed. Nothing to turn or adjust.



Newly designed! Automatic oven timer. Easy to use. Two simple clock settings and heat goes on, does cooking, goes off without attention. Safe to leave as your electric refrigerator.



New! Calrod® oven units are removable. Fully enclosed. No old-fashioned open coils. Units slide out so you can clean them and oven more easily. New, economical "Focused Heat" broiler.

Be Modern... Cook Electrically



How to "Stretch" a Small Kitchen . . . or Make a Big One Extra-Convenient

Where room is limited, use the space you save with a Spacemaker for an extra cabinet or snack bar. In a larger kitchen, the compact Spacemaker can make possible an on-the-spot freezer or other appliance.

Or buy two Spacemakers—they cost no more than a de luxe range and you get: two master ovens (bake and broil at the same time), eight Hi-Speed surface units, double storage space.

Speed-Cooking ranges . . . so fast . . . so clean . . . so dependable

GENERAL ELECTRIC

Your G-E dealer is in classified phone book. General Electric Company, Appliance Park, Louisville 1, Kentucky.

For as little as $189.95 or $1.94 a week you can own a G-E range with big, wide oven; new "Focused Heat" broiler; removable, cleanable oven units; Hi-Speed and EXTRA-Hi-Speed Calrod® surface units and modern pushbutton controls.

**After small down payment. See your G-E dealer for details. Prices and specifications subject to change without notice. Available in Canada at slightly higher price.*

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JUMPING THE JUMP SEASON IN CHICAGO

LARGEST ARTIFICIAL SKI JUMP EVER BUILT TOWERS OVER SOLDIER FIELD AS A CONTESTANT JUMPS. THE SPECTATORS SIT ON THE OPPOSITE SIDE OF FIELD

Warm weather skiers compete on a giant slope

The temperature was in the 80s and people were going about in their shirt sleeves, but in Chicago's mammoth Soldier Field young men were schussing down an ice-covered slope, soaring through the air (*above*) and landing unceremoniously in bales of hay (*right*). The occasion was a summertime ski-jumping competition co-sponsored by Chicago's Norge Ski Club, an organization of amateur jumpers unable to wait for winter snows, and a group of professional promoters. The 75-man field, including the champions of Sweden and Canada, took its chances on the largest artificial jump ever built, a 194-foot-high tower erected out of 12 miles of steel tubing and covered with 200 tons of chopped ice.

The whole off-season affair, attended by 30,000 spectators, was plagued with off-season woe. Rain the first day left the slope with ice that was too thin and too hard for good jumping. Next night, a spirited cross wind buffeted the skiers and made jumping hazardous. Said one, "I took off and all of a sudden I was standing still in midair, then plop." But in two nights and a day of jumping not a single skier really got hurt.



HITTING THE HAY after a jump, Stan Kissel of White Plains, N.Y. plows into barrier set up to stop skiers who overshot the too-short, 75-foot runway.

CONTINUED ON NEXT PAGE

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To the 6 million men already using today's new "pressure can" lathers:—



Williams
now gives you an instant lather with Nature's own "SKIN SMOOTHER" BUILT IN!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. *The softness, smoothness, and quick healing of the skin on wool-handlers' hands told them that.*

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine *enough* pure lanolin with shaving cream ingredients to be completely effective.

Williams' discovery—Lanotrate[25] —revolutionizes shaving

LANOTRATE[25] is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,



A full 3 months' supply! Lanolin in its richest form, *lanolin actually concentrated 25 times* in new Williams LANOTRATE[25] Instant Lather

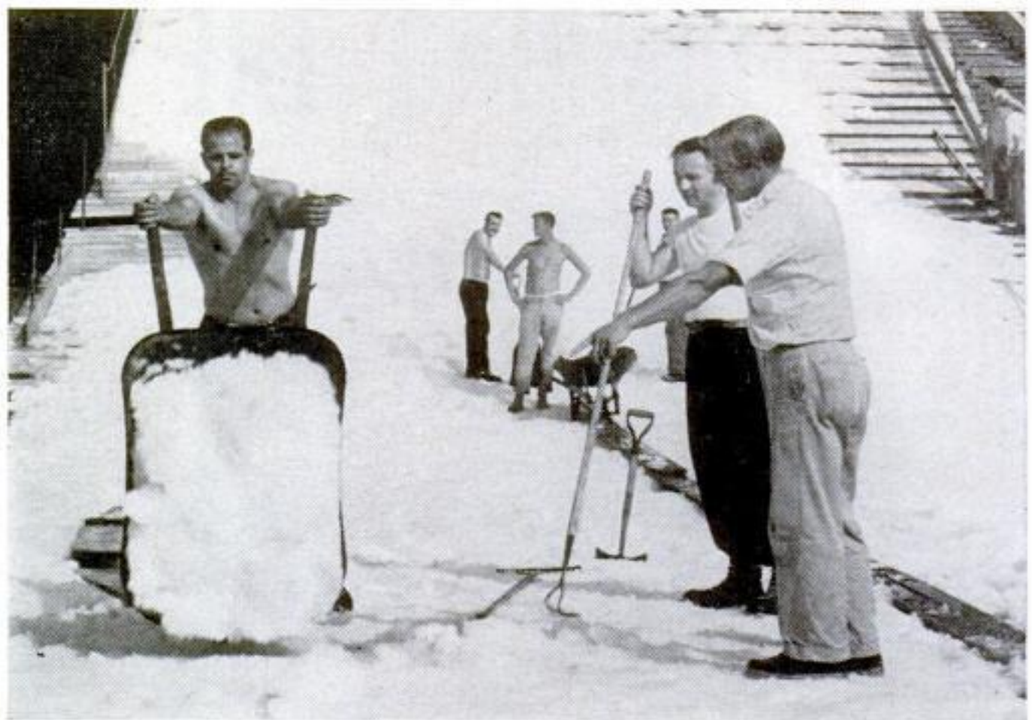
younger looking. With regular use, LANOTRATE[25] helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skin-comforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A long-lasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever toiletries are sold.



All three with LANOTRATE[25]

LANOTRATE[25] is found exclusively in Williams Shaving Creams. Williams Instant Lather. Williams Luxury Lather and Williams Brushless Glider.
The J. B. Williams Company, Glastonbury, Conn.



OVERHEATED WORKMEN using wheelbarrows spread pulverized ice on runway. Whenever ice melted, competition was halted so more could be added.



ACROBATIC JUMPER, Harold Hauge of Seattle, who won overall competition and an award as most graceful skier, somersaults in special exhibition.



WIND-BLOWN COMPETITOR, John Lyons of St. Paul, starts out off balance as breeze spreads his skis. He jumped 86 feet and fell, but was unhurt.

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Here's Spaghetti Sauce with meat—the way Italians make it

TAKE a steaming heap of spaghetti. Crown it with a rich, thick *meat sauce*—slowly simmered, the Italian way. And you've got yourself a real *feast!*

You'll love it all the more if the meat sauce is Franco-American Spaghetti Sauce—probably the most "homemade" and hungry-making of all spaghetti sauces.

The recipe for it is quite complicated and "Italian." It contains no less than fourteen homey ingredients, including *meat*—fine quality beef, chopped into succulent bits. Also onions, and parsley, and garlic, and tomatoes, and spices.

Just imagine cooking a sauce like this at home! It would take you literally hours. But the only thing you have to do with Franco-American Spaghetti Sauce is heat it. Three minutes—it's ready to serve.

Everybody's sure to ask where you got the recipe for this delicious Italian-style sauce—so won't *you* be the proud cook! And all for less than 8 cents a serving.

FRANCO-AMERICAN
Spaghetti Sauce WITH MEAT



Copyrighted material



Here's a real hair-raiser! The top photo insert shows a Jimmie Lynch Death Dodger taking a high-speed dive off a ramp. Then down he comes with a smashing crash onto a bed of broken bottles. (The lower photo insert shows you, close up, how rough that landing really was.) What happened? Nothing. That jagged glass couldn't cut through the tough 3-T Cord body of the All-New Tubeless Super-Cushion. There was no puncture—no blowout. The Death Dodger rode safely away.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

ALL-NEW TUBELESS SUPER-CUSHION

Copyrighted material

Daring flying dive onto bed of jagged glass fails to damage

ALL-NEW TUBELESS SUPER-CUSHION!



Goodyear's new kind of tubeless tire can take smashing impacts like this because it's made with 3-T Cord—the most advanced tire cord of them all!

Thanks to Goodyear's new way of treating tire cord—the exclusive and patented 3-T process—tough cord sinews are triple-tempered and integrated with improved rubber compounds under Tension, Temperature and Time to produce a tubeless tire body that's completely unified—completely airtight . . . the strongest ever made!

The new Tubeless Super-Cushion gives:

1. Puncture Protection—of a kind never offered before in either standard or tubeless tires.

2. Blowout Protection—providing a greatly increased margin of safety.

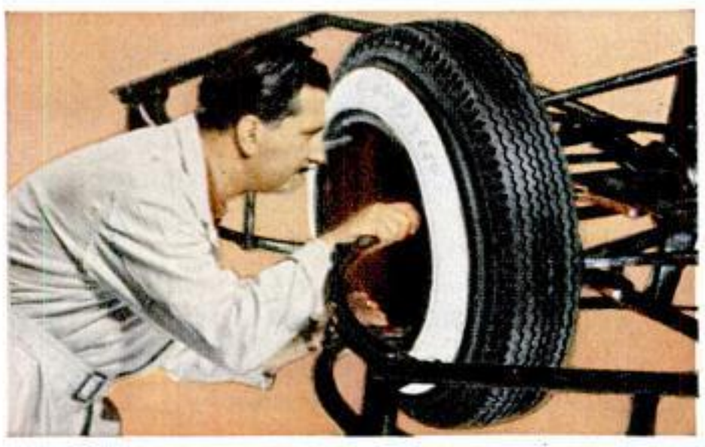
3. Better Performance—a quieter, smoother, easier ride—plus even greater mileage than today's great standard tires.

4. And it combines all these advantages at a reasonable price—a price no higher than the cost of a standard tire and tube.

Perhaps the best proof of these statements is found in the action of the automobile industry. The new Tubeless Super-Cushion will be standard equipment on many of the new '55 cars.

Why not bring *your* car up-to-date with new Tubeless Super-Cushions? Your Goodyear dealer will buy all the unused mileage in your present tires.

We carefully examined the tires inside and out. The tread was scratched a little, naturally, but no serious cuts were found. And inside, no body damage of any kind. Not one broken cord! Protection like this gives you a mighty comfortable feeling on the highway.



This new tire is available in either 3-T Rayon or Nylon Cord—as a tubeless tire or in a tire and tube combination. Goodyear, Akron 16, Ohio.

by GOODYEAR

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron Ohio

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IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

Here's a toothpaste for people who can't brush after every meal



JUST ONE BRUSHING destroys decay- and odor-causing bacteria!

Can't brush after every meal? One Gleem brushing destroys most decay bacteria!

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70. Just one Gleem brushing destroys up to 90% of bacteria (major cause of tooth decay) and *wipes out their enzymes!* Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing.

Only Procter & Gamble's new GLEEM has GL-70 new cleaner and decay fighter!





Mouth stays fresh all day with one Gleem brushing!

Just brushing before breakfast with Gleem instantly stops mouth odor . . . and in 7 out of 10 cases, the mouth stays fresh the *whole* day. Yes, scientific tests prove brushing with pure, white Gleem protects against mouth odor all day.

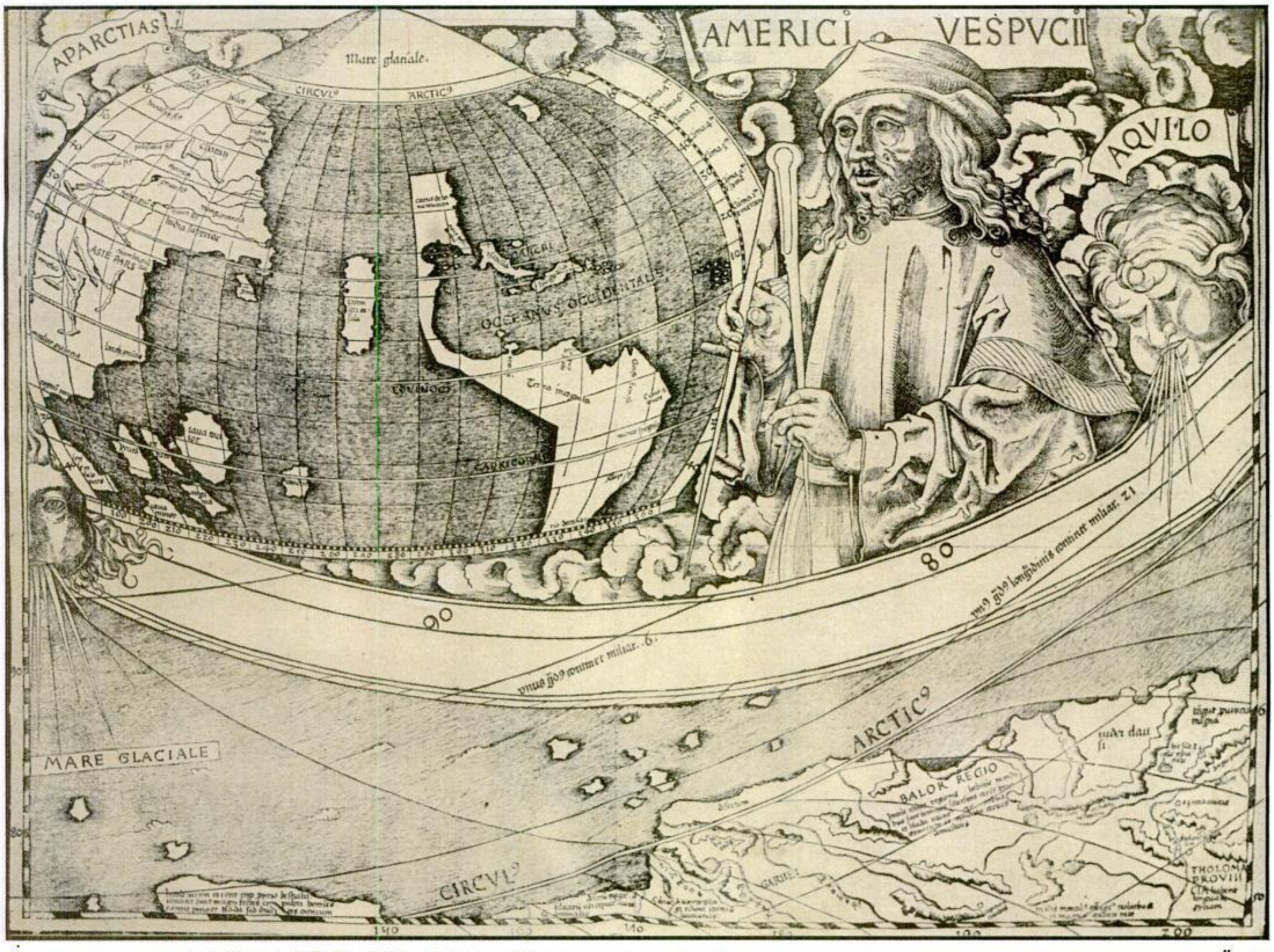
Kids just love Gleem's taste!

Proved by flavor tests! Youngsters say new Gleem's breezy flavor is swell! So it's easy to get them to use Gleem regularly. And for children, regular after-meal brushing is the only *proven* way to reduce tooth decay. Let Gleem help *your* child fight decay!



ONLY GLEEM has GL-70 . . . GLEEM fights decay by getting at the cause!

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DEPICTED AS A NAVIGATOR WITH A CURLED BEARD, AMERIGO VESPUCCI GAZES AT NEW WORLD IN A PANEL OF 1507 MAP DONE BY MARTIN WALDSEEMÜLLER

THE REDISCOVERY OF AMERIGO

Vespucci, who found mainland before Columbus, has been forgotten or vilified; on 500th anniversary new study shows why America can proudly bear his name

by GERMAN ARCINIEGAS

EVERY schoolboy learns early in life that Christopher Columbus discovered America in 1492 and that his memory is honored each year on October 12 with appropriate acknowledgments. While Columbus Day orators faithfully reaffirm the story of America's discovery, they seldom remind us that Columbus was not the first explorer to set foot on the mainland of America, or that he died not knowing he had found an unmapped fourth quarter of the world.

The man who did reach the mainland of America ahead of Columbus and then identified the continent as part of the New World is one of history's most conspicuously forgotten men. He was Amerigo Vespucci, the Florentine businessman, cartographer, navigator, explorer and friend of Columbus who is known today as the man for whom the New World was puzzlingly named. Few Americans are aware that this is the 500th anniversary year of Amerigo's birth and even fewer know why he deserves to be remembered at all.

Outside his birthplace of Florence, Amerigo is an obscure historical figure, distinguished for almost nothing but his name. He was overlooked for centuries by most historians and maligned by those who deigned to take note of him. Calumnies against him were so widely repeated and believed for centuries that in 1856 Ralph Waldo Emerson in his *English Traits* wrote, "Strange . . . that broad America must wear the name of a thief. Amerigo Vespucci, the pickle dealer at Seville . . . whose highest naval rank was boatswain's mate in an expedition that never sailed, managed in this lying world to supplant Columbus and baptize half the earth with his own dishonest name."

Emerson need not have worked himself into such a state of agitation because Amerigo's reputation by the middle 1800s had reached rock bottom. Later writers were more charitable in their judgments, but only in recent years has Amerigo emerged as a man who enjoyed and deserved a high degree of esteem among his European contemporaries.

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Magnarama 21—*the New Look in big-picture television with new mobility and front-projected sound.*

New Magnavox television

gives you extra-value features

that are *years ahead*

HERE IS NEWS in television—of *new features* that give you high-fidelity pictures matched with lifelike sound . . . and a new *mobility* that makes any room a big-picture television-room!

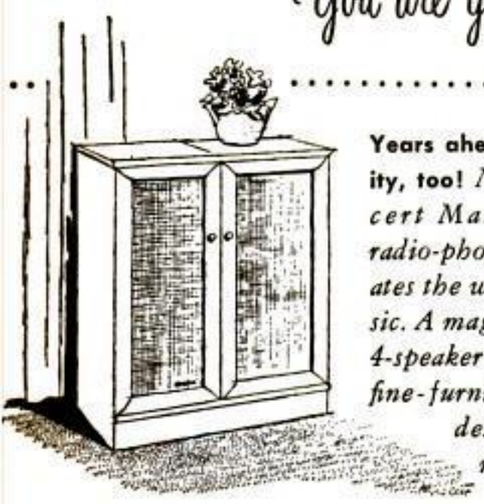
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NAMING OF "AMERICA" was on another section of Waldseemüller map (*p. 101*) 10 years after Vespucci's first voyage. This area is now Argentina.

REDISCOVERY OF AMERIGO CONTINUED

He came of a well-known family. Famous artists helped decorate the Vespucci family chapel and a relative of Amerigo's got a commission for Botticelli and Ghirlandajo to assist in painting the Sistine Chapel. Amerigo himself, before his explorations, had his portrait painted by both Botticelli and Ghirlandajo. He was related by marriage to the beautiful Simonetta Vespucci who inspired many of Botticelli's loveliest paintings. Another relative by marriage was Lorenzo di Pier Francesco de' Medici, a second cousin of Lorenzo the Magnificent, who placed Amerigo in charge of much of his business and twice sent him to Spain as confidential overseer of his commercial affairs.

Amerigo arrived in Spain for the second time in 1492, a year in which the surrender of the Moors at Granada freed Spanish energies for exploration. He never returned to Italy. Instead he went to Seville and worked for Giannetto Berardi as a factor charged with supplying ships' provisions. Berardi was a fellow Florentine, agent of the Medicis in Spain, who became an outfitter of ships for the Spanish government.



COLUMBUS

The provisions Amerigo supplied usually included barrels of pickles, a fact that led Emerson nearly four centuries later to refer slurringly to him as the "pickle dealer."

Then almost 40, Amerigo was a well-muscled man of medium height with strong aquiline features, dark, loosely waving hair and wide-spaced brown eyes that were underlined with humor. He had a keen mind, a shrewd business sense and a stable temperament that balanced his sometimes playful manner. Amerigo became an expert in maps, charts and globes and a very good map maker himself. Through his work as a ship chandler he met many noted seafarers, among them Columbus. One bond between Columbus and Amerigo was the latter's intimate knowledge of the geographical studies of the Florentine Toscanelli, whose ideas had inspired Columbus to seek a new route to Asia by crossing the Atlantic. It is likely that Berardi, who later became Amerigo's partner, advanced Columbus some of the money he needed for his first voyage partly because of Amerigo's recommendations.

Amerigo's ties with Columbus led to his own voyages of exploration. King Ferdinand of Castile, a wary ruler, decided to find out what Columbus was doing as governor of the tiny New World

CONTINUED ON PAGE 105



THE AUTHOR

Germán Arciniegas, onetime minister of education in Colombia and more recently a professor of Spanish-American literature at New York's Columbia University, has spent seven years digging into the story of Amerigo Vespucci. In this article, as in his forthcoming biography of the explorer, he disputes the theory held by many historians that Columbus was first to reach the mainland of the New World.

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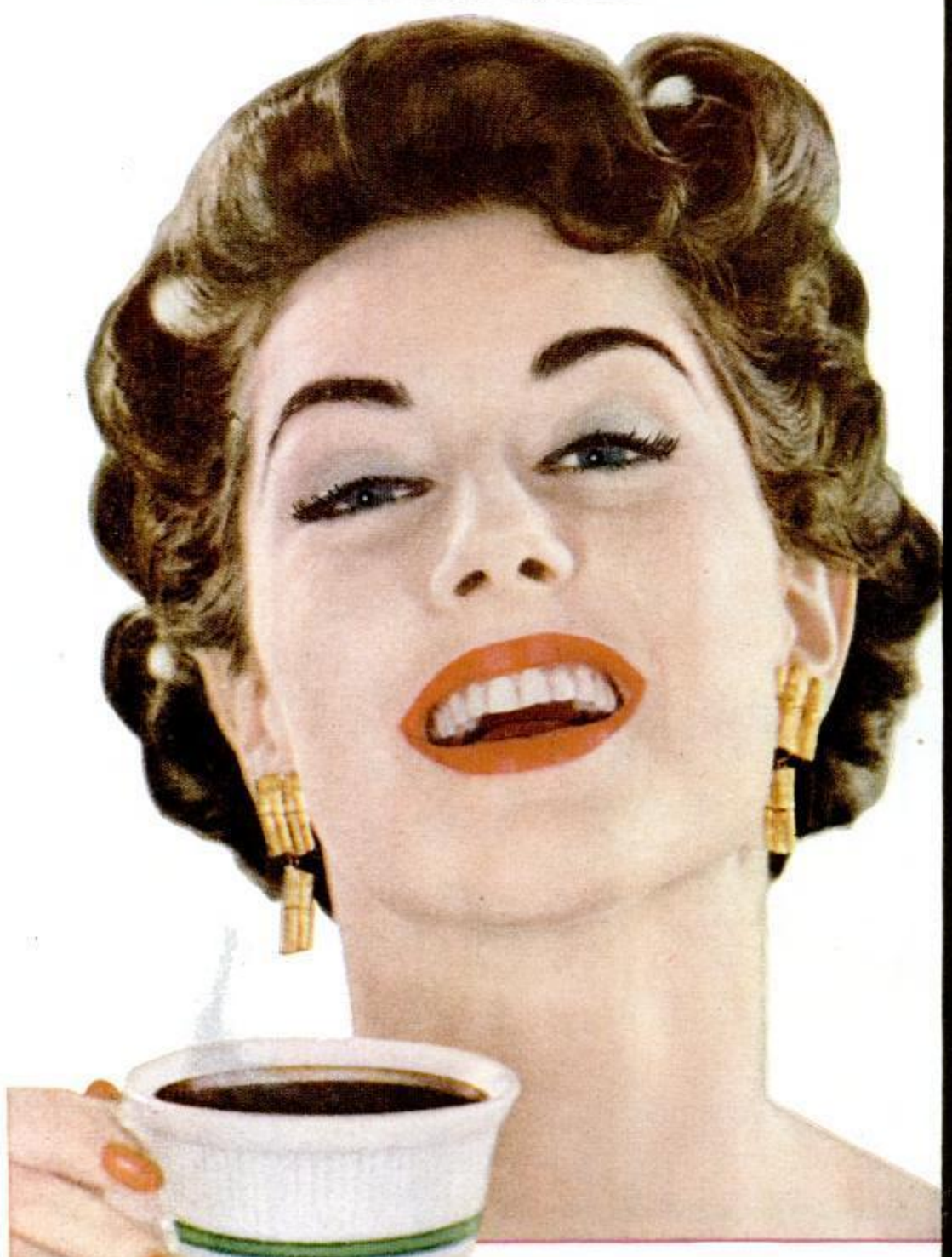
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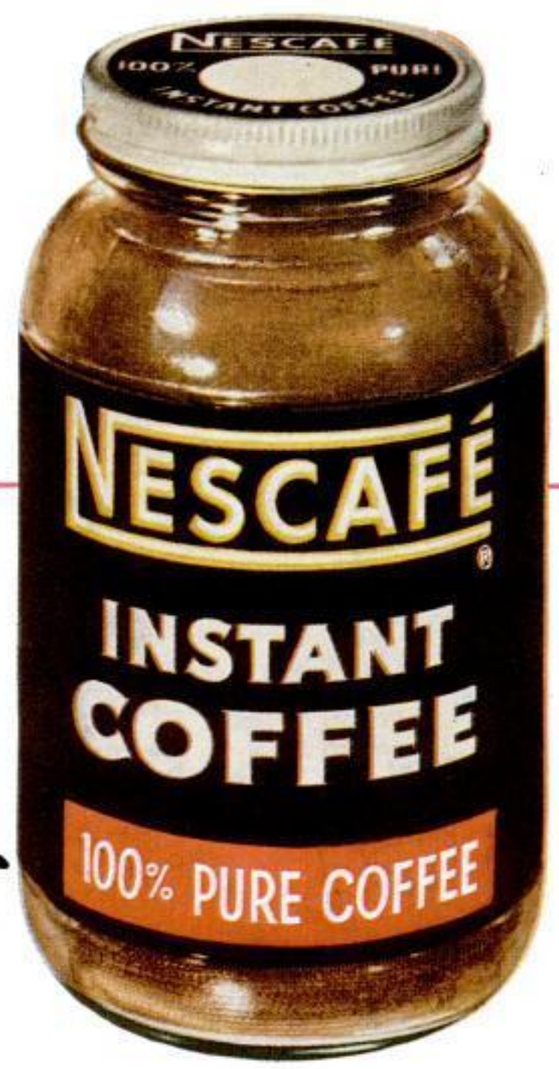
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ASHORE IN SOUTH AMERICA, Vespucci plots his position with help of Southern Cross while his crew sleeps. Print was done by Stradanus in 1552.

REDISCOVERY OF AMERIGO CONTINUED

colonies and at the same time verify his geographical reports. He organized an independent voyage of inspection and, to soothe Columbus, asked the explorer's friend Amerigo to go with the expedition.

Amerigo set sail from Cádiz on May 10, 1497. This was his first experience at sailing but he learned navigation remarkably well. According to one of Amerigo's letters, to Piero Soderini, four boats left on this expedition. He reports: "I charted my course along the coast of Africa, sailing to . . . the Canary Islands. And after taking aboard the necessary supplies and making our prayers and vows . . . and turning our prows southwest . . . we sailed for 24 days with a fresh wind. . . ."

Coming then upon a strange coast, either Costa Rica or Honduras, the voyagers sighted the mainland of the New World. Amerigo writes: "We gave thanks to God, and put the boats over the side, and 16 of us set out for the land, and we found it covered with trees, which was a wonderful sight, not only because of their size, but also for their foliage. . . ." In a later letter, however, Amerigo says the day ended disappointingly: "Before we reached [land], we sighted many people who were walking along the shore. . . . And we found them to be a naked race. They showed fear of us, I think because they saw us [clothed] and of a different appearance [from theirs]. All withdrew to a mountain and, in spite of all the signs of peace and friendship we made to them, they would not come to converse with us. So, inasmuch as night was already falling, and because the ships were anchored in a perilous place . . . we resolved to depart . . . and go in quest of some port or bay where we might place our ships in safety. . . ."

Two days later, after sailing along the coast until they came to a safe harbor, the voyagers landed and made their first contact with the natives. On this occasion Amerigo reports: ". . . We leaped ashore, 40 well-equipped men, and the people ashore still were afraid of us . . . but . . . we so persistently endeavored to give them our wares, such as bells, mirrors, glass beads and other trinkets, that some of them . . . came to converse with us. . . . When we had established kindly relations with them, inasmuch as night was falling, we . . . returned to our ships. And the next day, when dawn broke, we saw that infinite hordes were on the beach; and they had with them their wives and children. We put ashore and found that all came laden with their possessions. . . . And before we reached land, many of them dove and came to meet us. . . ."

Amerigo gives a full description of the appearance and customs of these first natives he encountered: "They are of medium stature, very well proportioned. Their skin is of a color which inclines to red, like a lion's mane. . . . They are very swift . . . in walking and in running . . . a woman thinks nothing of running a league or two, as we frequently saw; and in this they have a very great advantage over us Christians. They swim past all belief, and the women better than the men. . . . Their weapons are bows and

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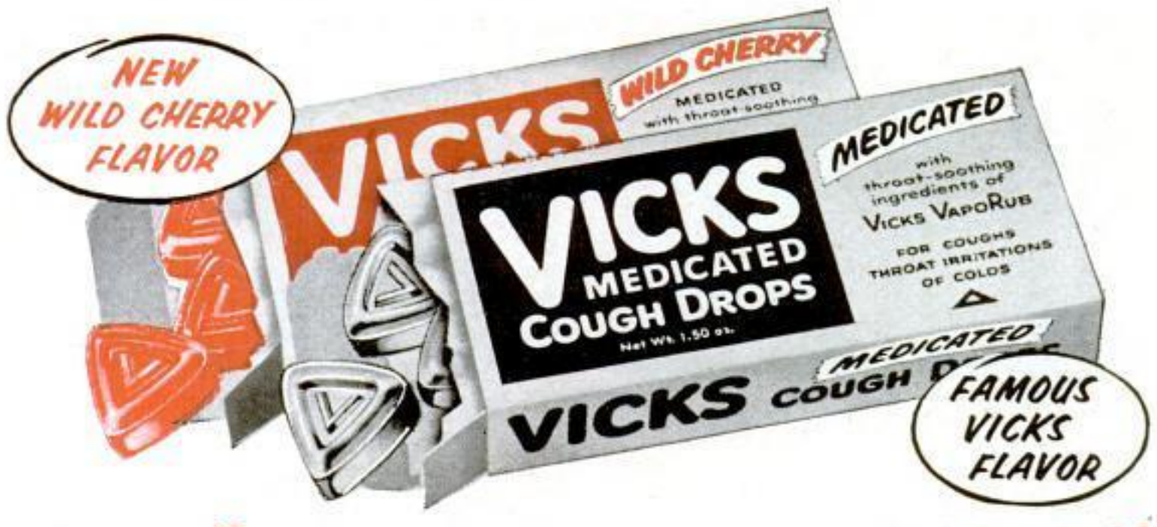
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FOUR ARTISTS' AMERIGOS are: Ghirlandajo (*top, left*), unknown contemporary (*top, right*), French painter A. Maurin (*bottom, left*) and Botticelli.

REDISCOVERY OF AMERIGO CONTINUED

arrows, very well wrought, except that they have no iron or other sort of hard metal; and in place of iron they put animals' or fishes' teeth or a splinter of stout wood burnt at the tip. They are sure shots, for they hit wherever they please. . . . They show themselves simple in their speech, yet they are very crafty and sharp in that which comes within their province. They speak little and with subdued voice. They use the same accents as ourselves, because they form the words either on the palate, or the teeth, or the lips, except that they use other names for things. . . ."

The voyagers left this tribe and sailed on along the winding coast. They rounded the Yucatan Peninsula, traced the outline of the Gulf of Mexico and the peninsula of Florida and continued northward, at least to Cape Hatteras and perhaps even as far as Chesapeake Bay. They stopped often at villages along the coast. At several they found the Indians hostile and fought with them, but more often they were received with friendly curiosity. They gave away trinkets and in return were given artifacts, scanty samples of gold and precious stones. On the coast of Mexico near Tampico, friendly Indians guided Amerigo and 22 others on a nine-day journey inland, where other natives received them with dancing and feasting and "offered us their women so insistently we could not refuse." Amerigo observes: "They are finely shaped women, of excellent proportions, and none of the parts or members of their body are ill-formed."

Thirteen months after they had left Cádiz, Amerigo and his companions came into a fine harbor, near either Cape Hatteras or Chesapeake Bay, where they repaired their ships for the voyage home. Here, Amerigo reports, "the natives gave us the greatest help; and they continually provided us with their food, so that . . . we wasted little of our own . . . we stayed 37 days, and went frequently to their towns where they paid us the greatest deference." When the voyagers were ready to leave, the natives implored their aid against a tribe of island cannibals who occasionally in fleets of canoes made savage raids on the mainland. The mariners agreed to help. On their way home they stopped at an island, possibly in the Bermudas, and after a brisk battle seized a number of cannibals, whom they carried back to Cádiz and sold as slaves.

Amerigo's voyage produced little promise of new wealth for Spain, and much of his route was not retraced for more than a decade. But his experiences enabled him to show Cuba on the maps as an island with the Gulf of Mexico in the background long before the voyages of Hernández de Córdoba to the Yucatan Peninsula (1517) and Ponce de León to Florida (1513).

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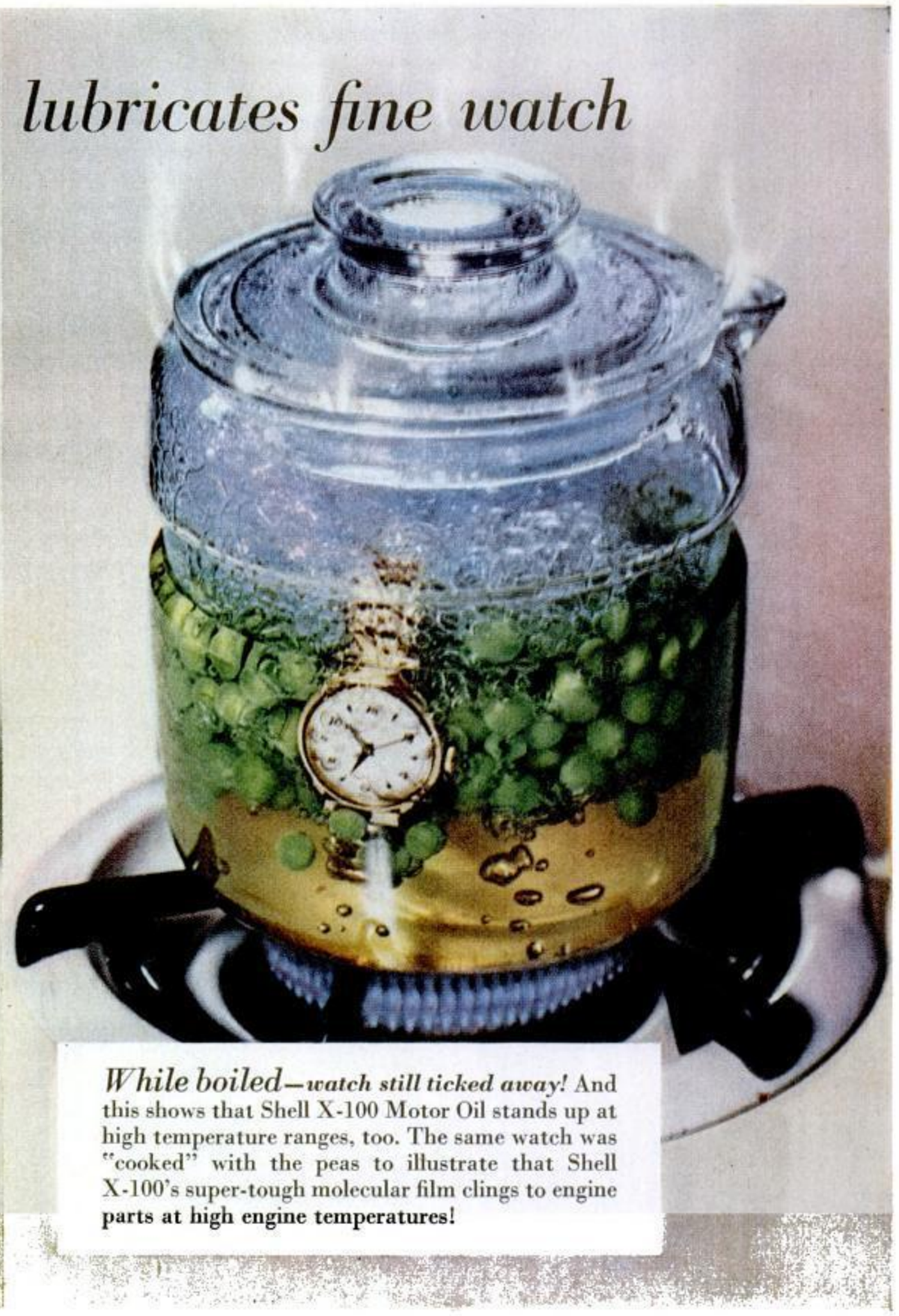
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REDISCOVERY OF AMERIGO CONTINUED

Amerigo made a second voyage in 1499 for King Ferdinand to verify reports of Columbus' first reconnaissance of the mainland and his discoveries of pearl fisheries near the mouth of the Orinoco River. On this trip he ventured south of the equator, reaching a point which he later named the Cape of Saint Augustine, where Brazil stretches farthest into the Atlantic. On the homeward journey he covered all the northern coast of Brazil, the Guianas and Venezuela up to Cabo de la Vela in Colombia.

In a letter describing the voyage he explains in great detail his method for determining distance. "This calculation," he writes, "I certified many times in conjunction with the pilots and found it true and good." It was indeed true and good, for Jesuit Father Stein, director of the Vatican Observatory, confirmed in 1950 after a careful study that Amerigo was the first man to determine longitude by lunar distance.

After this voyage Amerigo transferred his services from Spain to Portugal. He made his next two trips in Portuguese ships and probably made a fifth and final voyage in 1506 with Spanish ships to the Caribbean. His fourth trip, to Brazil in 1503–04, and his fifth, if indeed he made it, were of little importance. But his third was perhaps the most significant of all his explorations.

Setting out from Lisbon in 1501 with three caravels, Amerigo stopped first at Cape Verde in Africa. He then struck out across the Atlantic and sailed for 67 days during most of which, he reports, "rain, thunder and lightning so darkened the sky that we never saw the sun by day or fair sky by night." Amerigo finally reached the Brazilian coast at about the same point as on his previous voyage. On Feb. 15, 1502 a memorable event occurred at a point 25° below the equator. The expedition had reached a line, drawn by treaty in 1494, dividing new lands that might be discovered between Spain and Portugal. The Portuguese commander, unwilling to bear the responsibility of sailing on into Spanish waters, anchored the ships and called a meeting on the beach. The crews debated whether to turn back, then decided Amerigo should take command and continue for as long as the weatherbeaten ships could hold out. Following this meeting, the first known democratic assembly held by Europeans in the New World, the expedition discovered the ridge of Montevideo, the mouth of the Plata River and the coast of Patagonia. A fearful storm forced Vespucci to give up his main objective, the search for a water passage to Asia, but there is no doubt that Amerigo foresaw the existence of the route to Asia found by Magellan.

'A new world'

IT was on this third voyage that Amerigo concluded he had found a new world. In a letter to Lorenzo di Pier Francesco de' Medici in 1503 Amerigo writes: ". . . And these [new regions] which we found and explored . . . we may rightly call a new world. . . ." Elsewhere in the letter he explains: "We knew that land to be a continent and not an island both because it stretches forth in the form of a very long and unbending coast, and because it is replete with infinite inhabitants. For in it we found innumerable tribes and peoples and species of all manner of wild beasts which are found in our lands and many others never seen by us. . . . The land in those parts is very fertile and pleasing, abounding in numerous hills and mountains, boundless valleys and mighty rivers, watered by refreshing springs and filled with broad, dense and well-nigh impenetrable forests. . . . Trees grow to immense size without cultivation. Many of those yield fruits delectable to the taste and beneficial to the human body; some indeed do not, and no fruits there are like those of ours. . . ."

Amerigo's letter expresses only passing interest in the New World's riches: "They have there no metals of any description except gold, of which those regions have a great plenty, although to be sure we have brought none thence on . . . our voyage. This the natives called to our attention, who said that in the districts remote from the coast there is a great abundance of gold, and it is in no respect esteemed or valued by them. . . ."

This letter, published in Europe a year later under the title *Mundus Novus*, became the greatest literary success of its day. "Without doubt," Amerigo writes of the lands he had seen, "if the Garden of Eden exists anywhere on earth, it is my opinion that it cannot be far from those countries."

After he had returned from his fourth voyage in 1504, Amerigo wrote a much longer letter to an old schoolmate, Piero Soderini, describing all four of his voyages in rich and colorful detail. His formal accounts of his voyages have been lost, but these surviving copies of his letters reveal his skill and humor as a reporter describing people, places and things which none had seen before.

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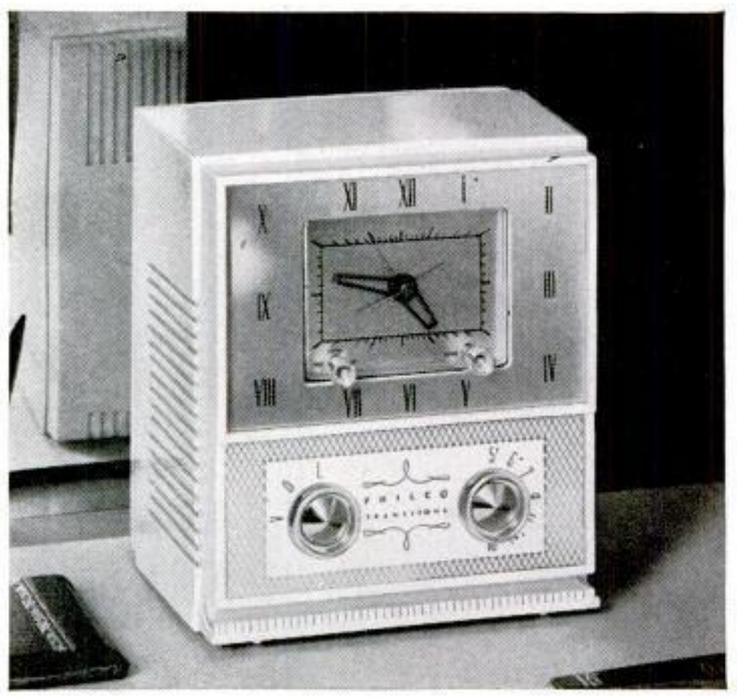




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AMERIGO'S ADVENTURES, as he described them in a letter, included reception by cannibals in Brazil. This 17th Century drawing shows amazons (*foreground*) flirting with sailor before clubbing him from behind. Later they cook him (*left*) while others plunder gifts he has brought ashore (*center*). Meanwhile males attack Vespucci's ships (*background*) but are driven off.

REDISCOVERY OF AMERIGO CONTINUED

On the coast of Mexico, he reports in one letter, the voyagers found natives "roasting a certain beast which resembled a serpent . . . and so ugly in appearance that we wondered at its fierceness . . . They are the size of a kid . . . they have long, thick feet, armed with great claws; they have a hard skin, and are variegated in color; they have the snout and face of a snake, and from their nose starts a sawlike crest which passes on over the middle of the back to the tip of the tail. . . ."

This description of iguanas should be in an anthology of the natural history of the New World. In this same place, the mariners returned from an excursion inland to find their ships crowded with more than a thousand inquisitive natives. "There befell us," Amerigo writes, "a very laughable incident when we resolved to fire off some of our cannon. When the report burst forth, most of the natives through fear jumped into the sea, not unlike frogs on a bank which, when they hear something terrifying, jump into the marsh . . . and those who remained on the ships were so timorous that we repented of such a deed; nevertheless we reassured them by telling them that with those weapons we slew our enemies. . . ."

According to a report describing the third voyage, the natives in Brazil were anything but timorous. When a group of them along the shore beckoned, one of the mariners went to meet them while others pulled up to the shore in small boats to insure his safety. The venturous mariner, Amerigo reports, "went among the women, and when he approached them, they made a great circle around him; and touching him and gazing at him, they displayed their wonder. Meanwhile we saw a woman approaching from the hill and she carried a big club in her hand. And when she reached the place where our Christian stood, she came up behind him, and raising her club, struck him such a hard blow that she stretched him out dead on the ground. In an instant, the other women seized him by the feet, and dragged him toward the hill; and the men sprang toward the beach to shoot at us with their bows and arrows. And . . . owing to the numerous arrows which they shot into our boats, nobody thought of laying hand on his weapons. Yet we did discharge at them four mortar shots, and they did not hit anyone; . . . when the firing was heard, all took flight toward the hill where the women were already cutting the Christian to pieces. And by a great fire which they had built, they were roasting him before our eyes, exhibiting to us many pieces, and eating them . . ."

This description so impressed cartographers that on subsequent maps they filled almost the whole territory of Brazil with the figure of a good Christian in the shape of a roasted chicken.

Amerigo showed little inclination to resort to embellishment. Previous geographies and travel books had told of islands populated by monsters, of kingdoms inhabited only by women, of the

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Boosts Engine Power up to 25%*

over results with conventional premium gasoline!



The Only Gasoline

DOUBLE POWERED

with

1 Mobil Power Compound

most powerful combination of chemical additives ever put into any gasoline to correct engine troubles . . .

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for greatest knock-free power—result of the world's most advanced refining developments!

NEW Mobilgas SPECIAL brings new benefits to every motorist:

Checks pre-ignition ping, thanks to Mobil Power Compound's amazing additive, RT 125.

Corrects spark plug misfiring—increases spark plug life up to three times.

Controls stalling due to carburetor icing. No other gasoline contains de-icing additive, GLYMONATE.

Combats gum which causes automatic chokes and other parts to stick. New additive, RT 200, reduces engine-formed gum — cuts waste of fuel.

Combining top octane and Mobil Power Compound, New Mobilgas SPECIAL gives greatest protection against engine troubles ever offered in *any* gasoline.

* Laboratory controlled tests in passenger car engines showed increases in engine power output up to 25% when using New Mobilgas SPECIAL as compared to conventional premium gasoline.

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REDISCOVERY OF AMERIGO CONTINUED

fountain of eternal youth. Amerigo simply found a primitive world and, so far as we can determine today, usually reported it as he saw it. Not often did he see anything that looked European to him, but on the coast of Tierra Firme (northern South America) he found a village built over a lagoon and thought of a rustic Venice; from this has come the name of Venezuela.

He did exaggerate the size of the inhabitants of the island of Curaçao, especially the women, so that on early maps it was known as the Island of the Giants. But his writings otherwise are notable for their candor.

Describing the charms of the young women of Central America and the Antilles, he writes that the natives "are not very jealous and are libidinous beyond measure, and the women far more than the men. . . . Only rarely will you see a woman with drooping breasts, or with belly shrunken through frequent childbirth, or with other wrinkles; for all look as though they had never given birth. They are no more ashamed of their shameful parts than we are in displaying the nose and mouth."

Amerigo did not make his voyages for gold or with the idea of conquest. He never asked for a governorship or an *encomienda* (royal land grant), or even for the command of a fleet. All his voyages were made either with a Spaniard or a Portuguese in command of the ships, and partly for this reason contemporary historians made little mention of Amerigo as an explorer. But Amerigo, serving as overseer, pilot or cosmographer, was the guiding spirit of the expeditions in which he took part. And among all those on board, it was he who kept his eyes open the widest and his pen the busiest.

He was the first to sail south of the equator in the New World and to see the stars which are not visible in the Northern Hemisphere. He saw the Southern Cross which Dante had foreseen in his imagination. But where others were to see a cross, Amerigo, who as a young boy had often serenaded beauty in the streets of Florence, described the formation as a mandolin.

After his fourth voyage Amerigo returned to Spain where some time before he had married an Andalusian girl, María Cerezo. He settled in Seville and in 1508 was appointed by King Ferdinand to the newly created post of Pilot Major of Spain. In this position, which he held until his death in 1512, Amerigo supervised the Spanish pilots; without his consent no one could hold a place of responsibility on a ship. He was responsible for approving new maps before they were issued, and navigators reported their discoveries to him.

Amerigo remained the friend of Columbus until that explorer's death in 1506. The Genoese praised him in one of his last letters. Yet it was a historian seeking to glorify Columbus who first heaped abuse on Amerigo. About 50 years after Amerigo's death, Father Bartolomé de Las Casas, the Spanish bishop of a Mexican territory, completed an exhaustive history of the Indies. Coming upon the name "America" and not knowing how it had originated, the priest, rash in his judgments and vehement in his polemics, leaped to the mistaken conclusion that Amerigo had named the new continent for himself. He passed over the Florentine's accomplishments and accused him of having sought to steal the glory that was due Columbus. Later historians repeated Las Casas' defamation of Amerigo and magnified it. Amerigo came to be generally regarded as a thief, and then as a liar.



FATHER LAS CASAS

Today the veracity of Amerigo's letters can be scientifically proved, although most of the originals have been lost. In the surviving text of these letters—particularly in the one to Soderini—copyists, publishers and translators have undoubtedly made changes, but in substance the letters have been verified. Amerigo's statements are supported by other documents. For example, if his voyages had not taken place at the times he recorded and as he described them, there would be no explanation for certain maps which were drawn after 1502 on the basis of voyages that could only have been his.

The controversy has continued to this day, and it has been only within the past few decades that the full story of how America got its name has been told. Actually, Amerigo Vespucci had no part in giving his name to the new continent. It is even doubtful that he ever knew it had been christened in his honor. Although the name "America" first appeared on a map in 1507, five years before his death, it was never shown on any of his maps or those made by his nephew Giovanni, who was still drawing maps in 1525.

Fantastic tales have been told in the history books of how the

CONTINUED ON NEXT PAGE



What every man should know about time —and telegrams

LOOK around you at the men you know who get the most out of a working day. Chances are you'll find them using telegrams—for everything from scheduling an appointment to closing a deal, from making a hotel reservation to just "getting things done".

Time is a one-way commodity—and a precious one. You can't buy it or rent it or manufacture it. All you can do is *use* it, as productively as possible.

Helping you do that is Western Union's job. Speed is a telegram's stock in trade—a transit speed measured in minutes, speed in getting *attention*, speed in getting *action*, speed in getting *results*.

when it means business it's wise to wire

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AT HOME OR AWAY IT PAYS TO REMEMBER THAT EVERY TELEPHONE IS A "TELEGRAPH OFFICE." JUST CALL WESTERN UNION ... AND SAY CHARGE IT!

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REDISCOVERY OF AMERIGO CONTINUED

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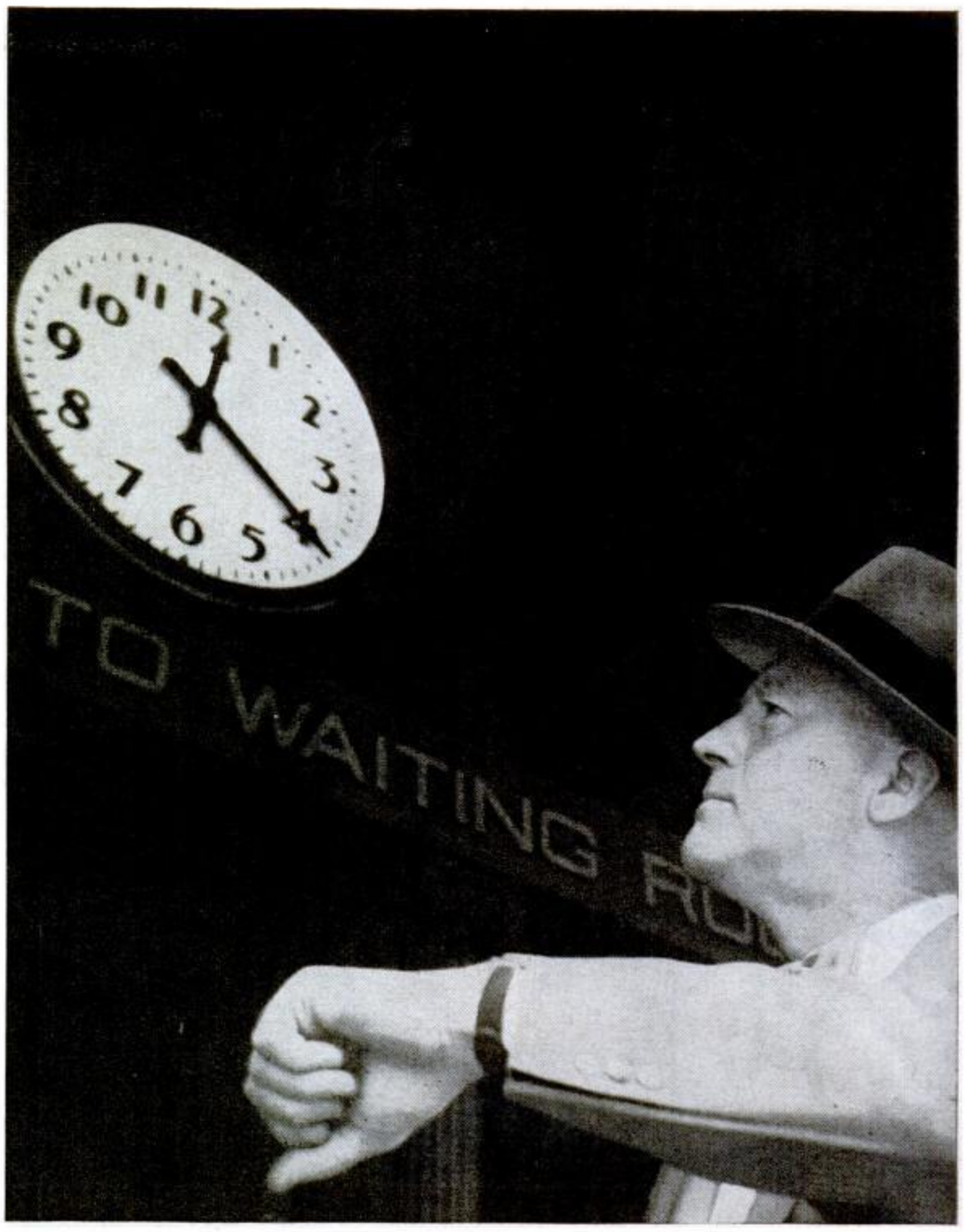
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8 out of 10 mothers who feed their babies Carnation say: "My doctor recommended it."

Through the years Carnation's first concern has been baby's health. It's no wonder then that Carnation is the safest, most nourishing and digestible form of cow's milk for babies. It has given a healthy head start in life to millions...to gladden the hearts of mothers who put their trust in this *proven* milk "from contented cows." You, too, can trust Carnation...the milk every doctor knows.



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tapered trousers
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ban Stylishness Goes to Town

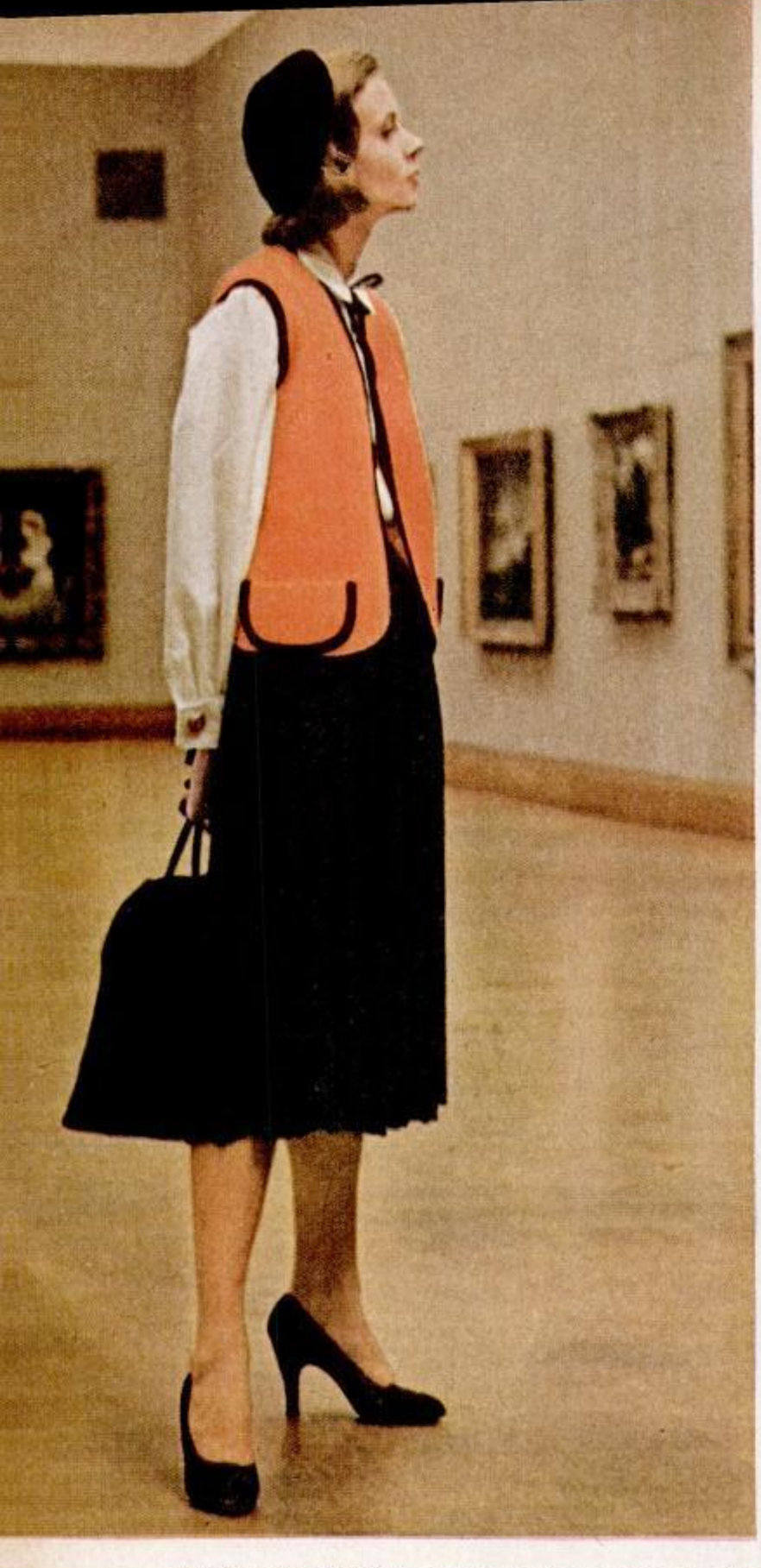
INFORMALITY FROM OUT OF TOWN CONVERTS THE CITY

Photographed for LIFE by NINA LEEN

Because the term "suburban" has long been associated with the unfashionable country mouse, U.S. clothes designers have up to now focused instead on the more promising city slicker. But with 30 million Americans living in the suburbs (43% of them have come since 1947) and with suburban incomes 70% higher than the U.S. average, this notion is changing abruptly. The suburban dweller—surrounded by lavish new shopping centers (there are 93 near the 20 largest cities) and swank country restaurants—has become a complete expatriate with a full and formal life outside the city which is newly recognized and even envied by the most confirmed apartment resident. City and suburbs overlap in the new fashions but the country desire not to appear too done up is the stronger influence, causing even Manhattan cab riders to dress as casually as if they owned open sports cars. Designer Tom Brigance now matches a woolly pants outfit (*left*) with a version for the dog lover who hikes on the sidewalk (*above*). Rugged tweeds are used for coats, suits and dresses (*next page*). The warm colors of fall foliage have moved in on the city's glass and steel, and suburbanites like black and white among their barns. The country and town clothes paired on these pages, from fall collections of top designers, give a foretaste of the new styles on all price levels this season.

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DAYTIME KNITS are shown in museums by city dweller (*above*) wearing jacket in bulky stitch, pleated knit skirt ($53, Goldworm) and velvet beret (Betmar, $4), and by a suburbanite (*below*) in ribbed sheath ($45) and cashmere sweater with collar of chinchilla-dyed rabbit ($89, both David Goodstein).





COUNTRY TWEEDS, all in black and white, include a suit with lining of bleached squirrel (Ben Zuckerman, $350), belted two-piece dress with cuffed neckline (Gernreich-Bass, $95) worn with large spotted fur bag (Walter Katten, $40) and loose coat (Monte-Sano, $235) which has bright wool jersey collar and lining. The farmer's "tweed" chicken is a Plymouth Rock.





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BRIGHT PULLOVER is shown with tapered trousers ($60, by Brigance) to walk city poodle in early morning. Wool knit cap (Madcaps) has tail to wrap around neck.

Suburban Stylishness Goes to Town

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BRIGHT PANTS ($25) are worn with tweed jacket ($40, both Brigance) on a ramble through woods with English setters. Short boots (Capezio, $17) are flexible as shoes.

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PARTY COLORS, now taking over from black, appear in suburbs (*above*) in velveteen dress ($50) and vivid wool jersey ($40, both B. H. Wragge) worn with pounds of pearls. City partygoer (*below*) wears bright pink wool jersey (Trigère, $155) and wrapped ropes of dripping pearls (Mosell, $10 each).



CITY TWEEDS, the tawny colors of autumn in the country, are shown at Manhattan's glassy Lever House (*left*). They include pumpkin-colored overcoat (Traina-Norell, $395) worn with matching felt beret (Emme, $40), fitted suit with slim skirt (Hattie Carnegie, $335) and coat with velvet collar (Jane Derby, $295) made of fabric in racetrack checks, new for city wear.



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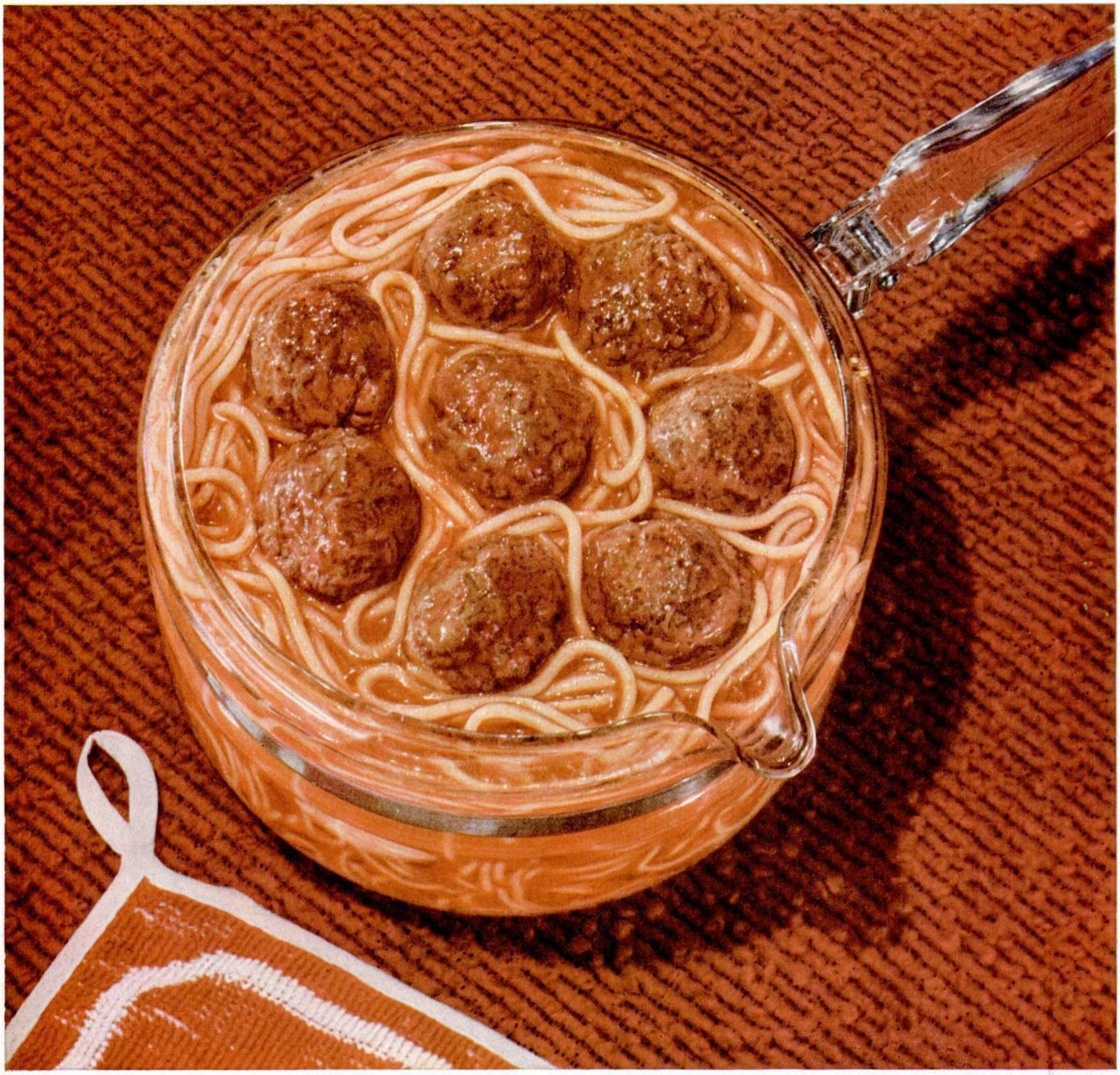
FORMAL SATIN styled along informal lines of a long-sleeved shirt makes elegant city ball gown (Jane Derby, $300). The fake emerald bracelets (Kramer, $20) match fold-over evening bag (Coblentz, $13).

INFORMAL GABARDINE, traditional fabric of hunter's pink coat, is used for a simple but highly formal dress (Galanos, $295) worn with dangling earrings, long white gloves for hunt ball in country.

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When the neighbors drop over for a Sunday night supper...



Quick *wonderful tasting*

CHEF BOY-AR-DEE®

SPAGHETTI and MEAT BALLS

Nothing expensive! Nothing difficult! Yet nothing more delicious! That's Chef Boy-Ar-Dee Spaghetti and Meat Balls. Great for family or company!

For less than 14¢ a serving, you get—all ready to heat and serve—Chef's choice spaghetti and juicy beef meat balls covered in superb tomato-rich sauce. Regular-size can serves 2; large economy size serves 5.

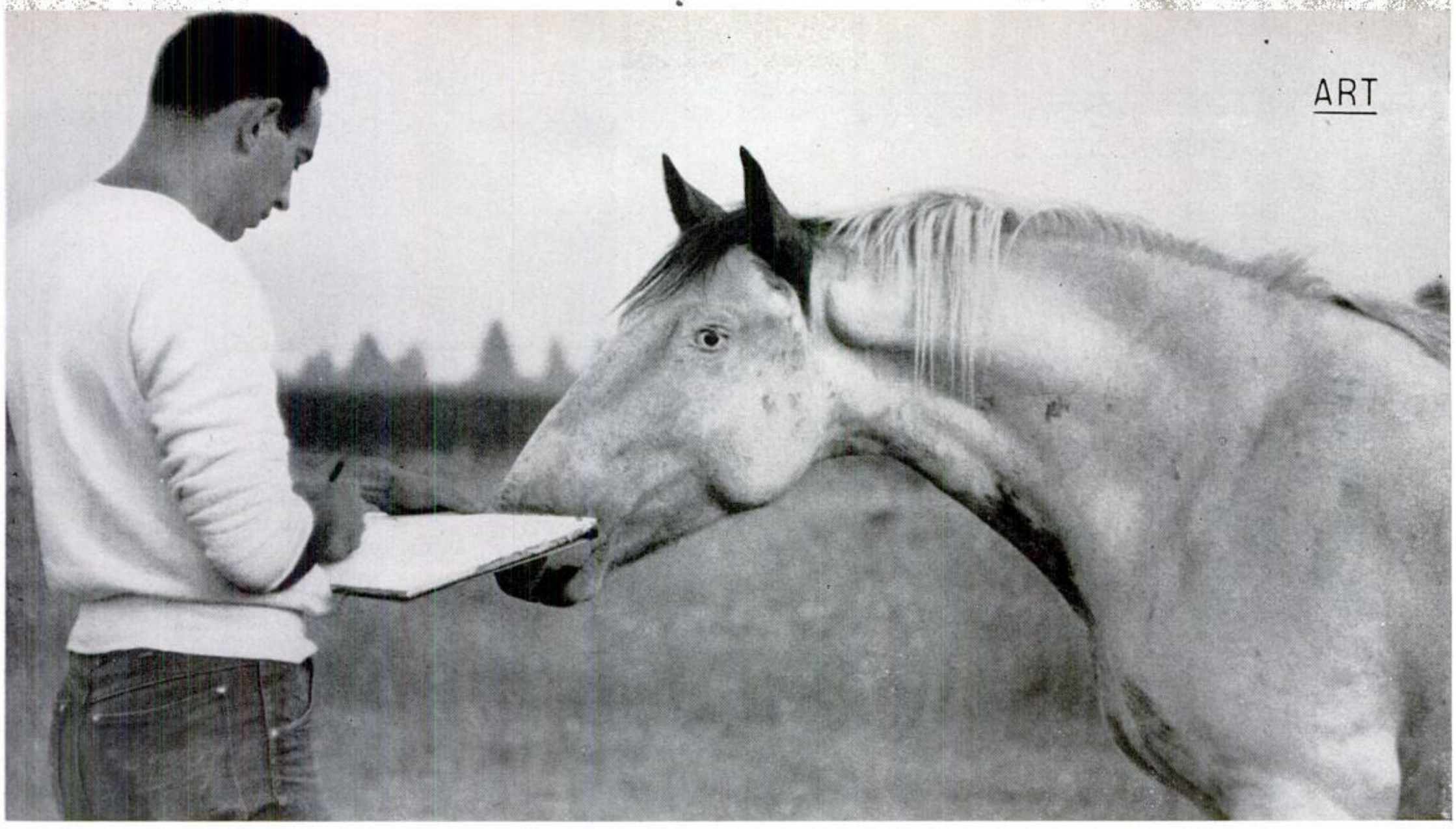


It's the specially blended sauce that makes Chef Boy-Ar-Dee Spaghetti and Meat Balls—and all the other Chef meals—so extra-specially good!

You can buy Chef Boy-Ar-Dee Sauce with Meat or Sauce with Mushrooms separately. Ready to heat and serve on your favorite dishes!

So why not make one night a week "*Chef Night*"? You'll save time, save money, serve wonderful meals!

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TOM HARDY MAKES SKETCHES OF A WILLING SUBJECT ON HIS RANCH. HARDY ENTERTAINS THE HORSE BY KEEPING UP A SERIES OF LOW, CLUCKING SOUNDS

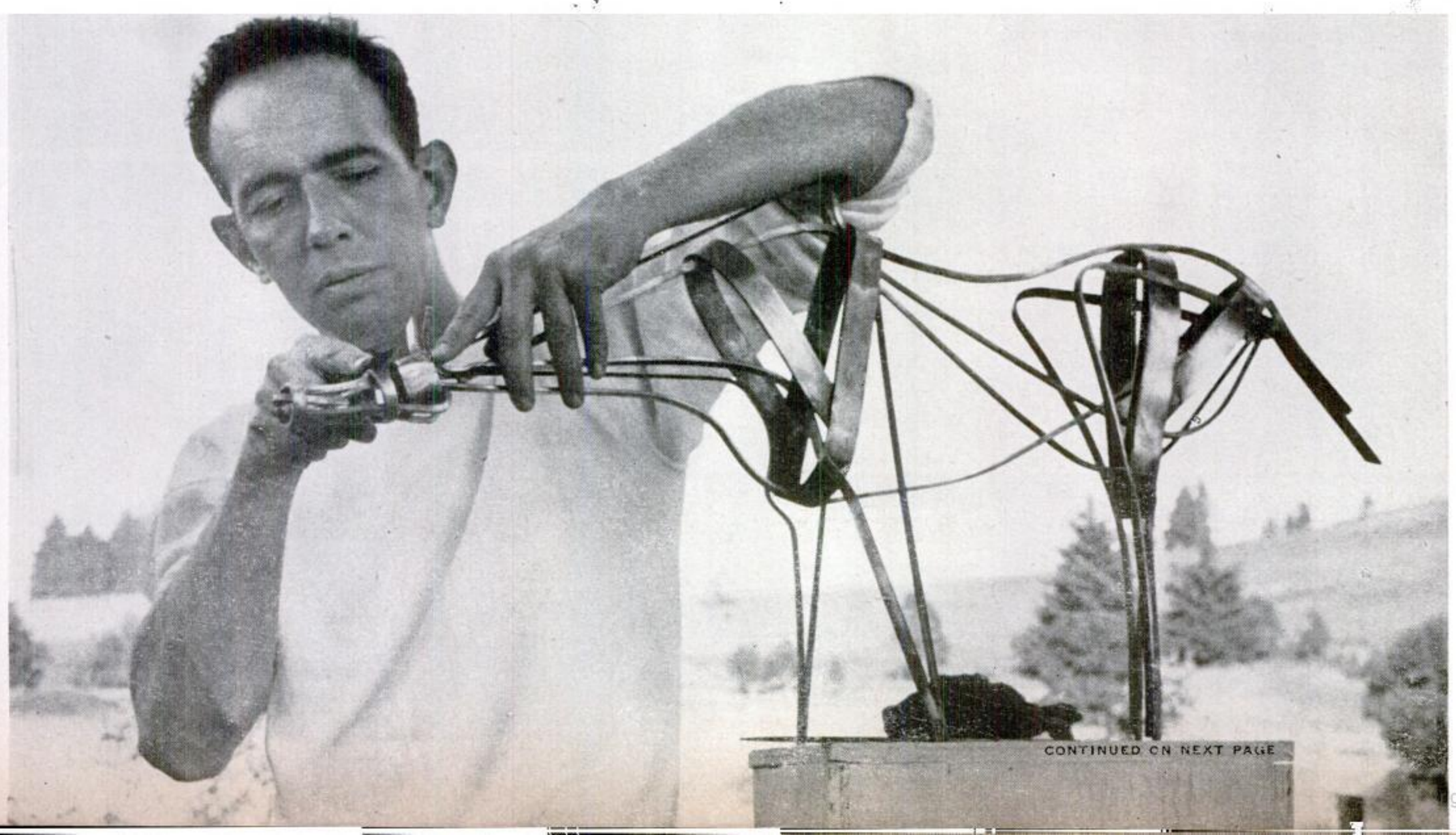
Sculptor in the Pasture

OREGON RANCHER'S METAL ANIMALS GET ONE-MAN SHOW IN NEW YORK

Tom Hardy has a way with animals, which comes in handy for him both as a rancher and as an artist. When Hardy goes out to the pasture of his Oregon ranch to sketch a horse or a sheep, the animal stands as quietly as a good model. Having done his sketches, Hardy goes to his studio hut and, with oxyacetylene welding torch, a hand ax and pieces of metal, turns out animal sculptures which are stylized yet strikingly characteristic in mood and stance.

Hardy, who is 32, has been sketching animals since grammar school days and returned to them after an unlamented "arty" period. His welded beasts have attracted considerable attention and have brought prices up to $1,250 per animal on the West Coast. In November, "Blow Torch Tom" will have his first one-man show—of nothing but animals—in New York.

THE COMPLETED HORSE, MADE OF WELDED SHEET METAL, RECEIVES A FINAL BENDING WHICH HARDY DOES IN THE FIELD, KEEPING AN EYE ON THE HORSE



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It's 10 to 1 you cut your toe-nails wrong!

And this often leads to ingrown toe-nails.

Don't let it happen to you!



Never round toe-nails at the corners. Wrongly shaped clippers round nails, can invite ingrown toe-nails and painful infections.



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Not like finger-nails, as ordinary clippers do.
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CHIROPEDIC



cuts right

ORDINARY



cuts wrong

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Until now, even if you paid as high as $6.50, you still got a clipper with a cutting edge that couldn't do the job right. TRIM does it *correctly,* safely and easily . . . at only $1.

CHIROPEDIC



$1 UNCONDITIONALLY GUARANTEED

At stores everywhere.
Stop in for your FREE booklet, "Advice on Toe-Nail Care."

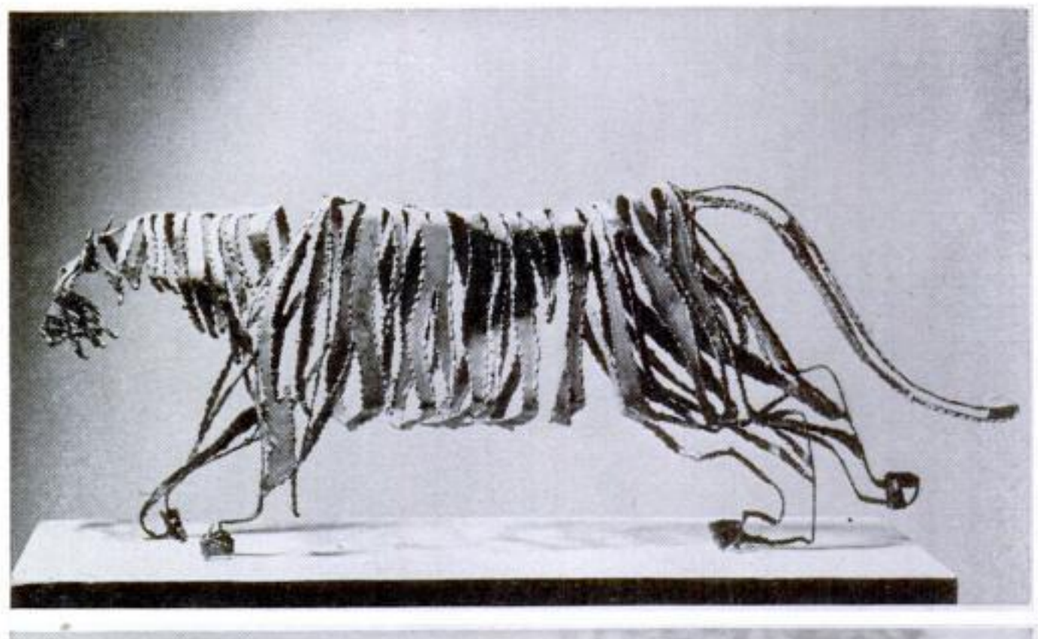
Slightly higher in Canada

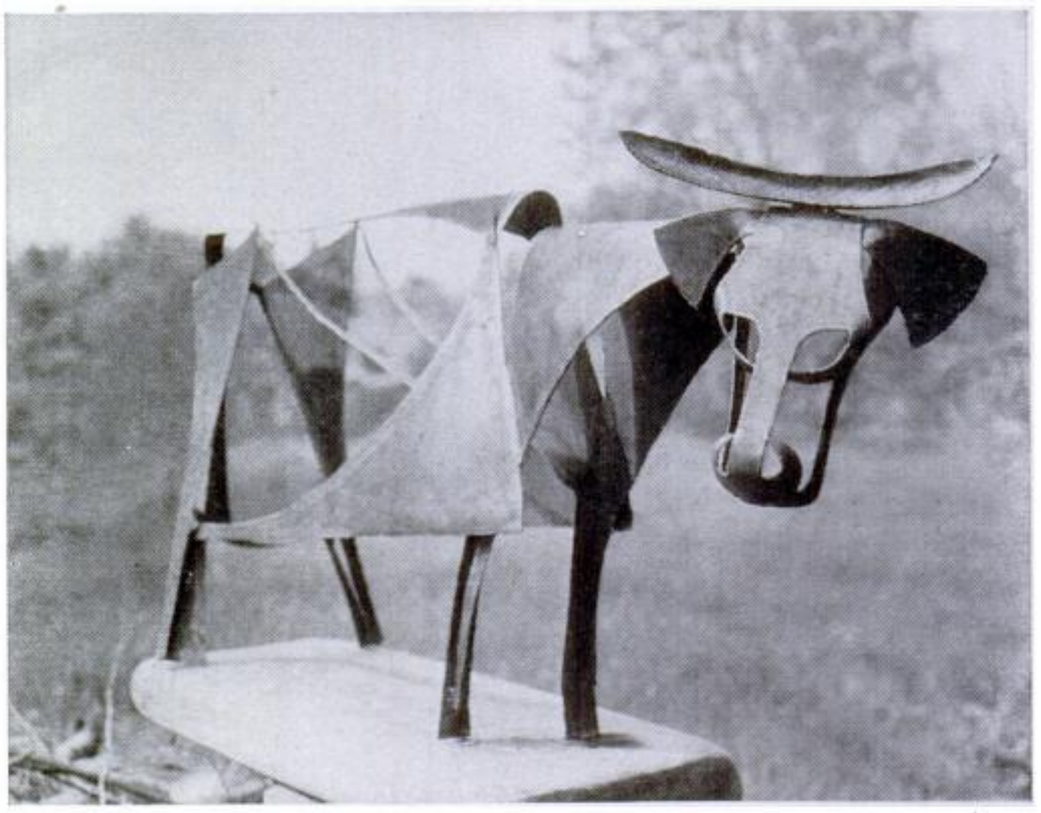
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ONLY CLIPPER WITH THE CHIROPEDIC* CUTTING EDGE

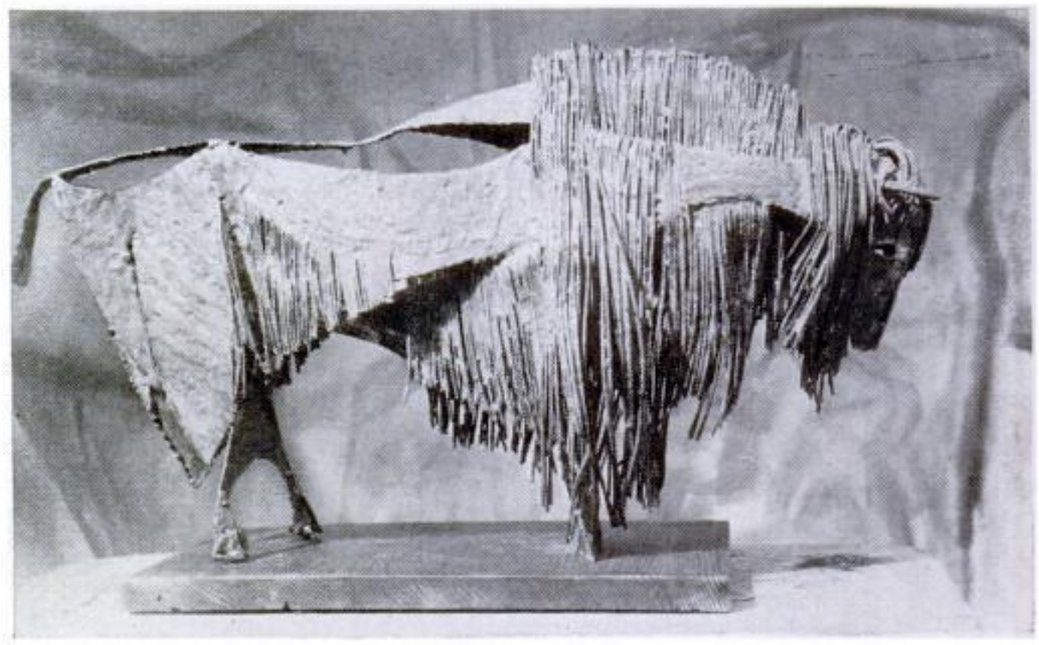
*PAT. PENDING

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WELDED ANIMALS by Rancher Hardy include (*top to bottom*) *Fat Running Tiger*, made of sheet metal cut in strips for striped effect; *Tall Cow*, made of steel plate; *Billy*, a silver rendering of a goat on Hardy's ranch, and *Bison*, made of bronze and steel. Prices range from $45 for the goat to $450 for the tiger. Hardy makes frequent trips to zoos to sketch his nondomestic subjects.

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You can see Virginia Dare Wines are smoother!

LOOK at the ruby glow in the wine glass on the left and the rich, golden gleam in the wine glass on the right. We don't have to tell you—you can see that Virginia Dare Wine is smoother than ordinary wines. But you may not know *why*. Here are the facts.

Virginia Dare Wine—red or white—is smoother than run-of-the-mill wines because it contains no extra sugar sweetening. Too much sugar tends to cloud wine, coat the taste buds and make wine seem thick and tasteless.

That's why Virginia Dare relies on the natural sweetness of the world's finest grapes to make Virginia Dare Wine sweet and smooth. Just look at the wine above. Better still—buy a bottle, pour a glass and *taste* Virginia Dare Wine.



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THE GREAT TEXAS RABIES ROUNDUP

Biggest dog vaccination drive hurts owners too

For the past two years Houston and its surrounding Harris County, Texas have had the highest rabies rate for dogs in the entire U.S. Last month the rate climbed to a new high of 10 rabies cases a week and, although there have been no human victims reported so far this year, local and U.S. public health officials organized the most ambitious mass vaccination of dogs in history. First they set up 86 fire stations and other civic buildings as free vaccination centers, equipped with veterinarians, Boy Scouts, 4-H youngsters and cops. Then they published an appeal to the owners of the county's 100,000 dogs to bring their pets in for shots.

On the appointed day a motley assemblage of purebreds and mongrels, coon dogs and lap dogs, foxhounds and bird dogs amiably lined up in front of each station to get their injections. On the injection table the dogs submitted without fuss to having their mouths held in front while being suddenly jabbed from behind, but their owners winced as if they were getting the needle instead. Then when the vaccine was forced into their bodies, most of the dogs raised howls of discomfort. The common suffering of man and his best friend paid off. Four days and 44,390 shots later the public health men felt confident, although it would take time to prove it, that they had won the fight against rabies in Harris County.



DOG LINEUP waits for vaccination in a Harris County fire house. On the operating table the owner holds dog's mouth shut while vet gives the injection.

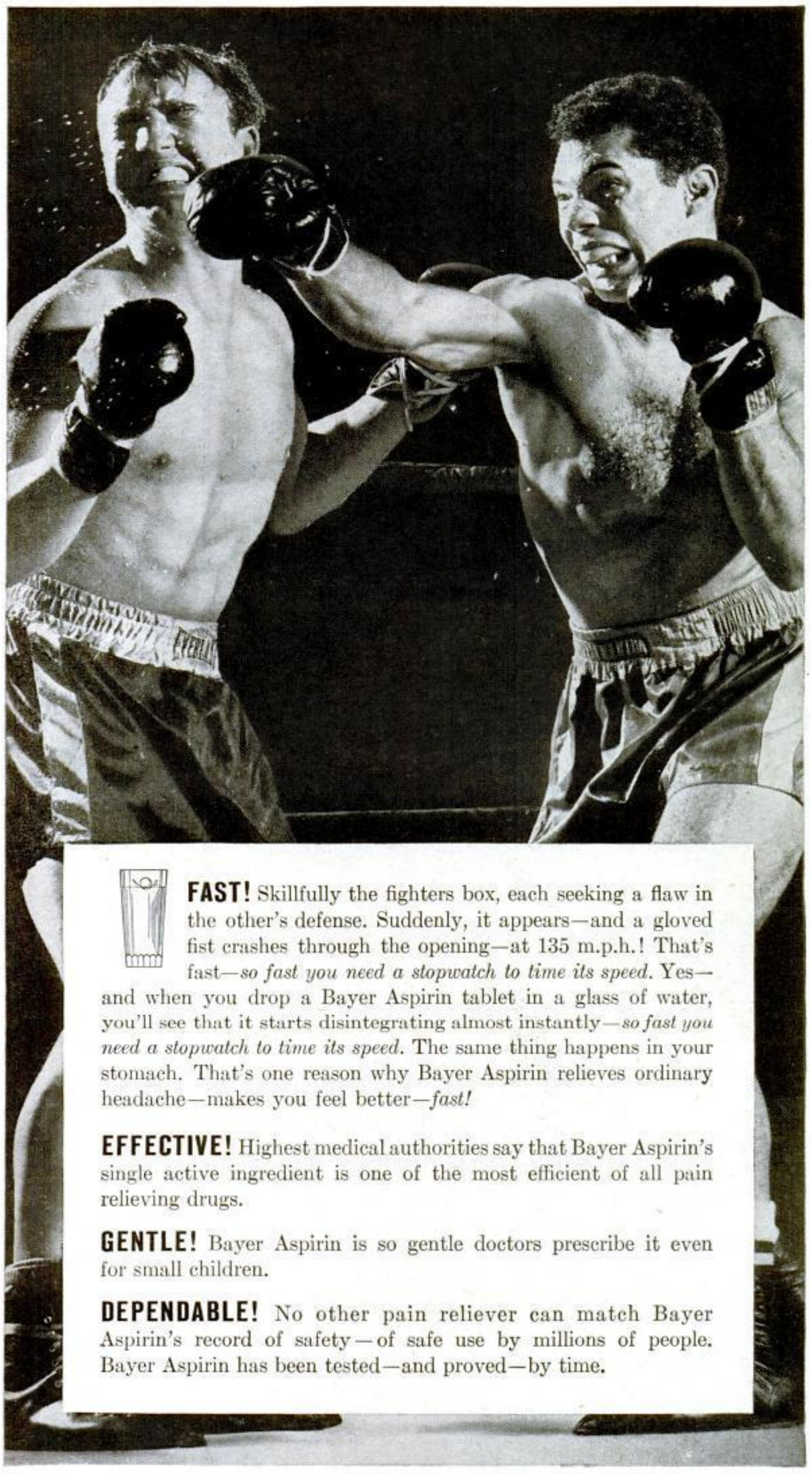


MRS. PAT JENSEN TENSELY WATCHES AS HER "POOCHIE" IS VACCINATED. FIVE-YEAR-OLD DEBBIE ALFORD COVERS EARS AGAINST THE HOWLS OF NEARBY DOGS

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So Fast You Need A Stopwatch To Time Its Speed!



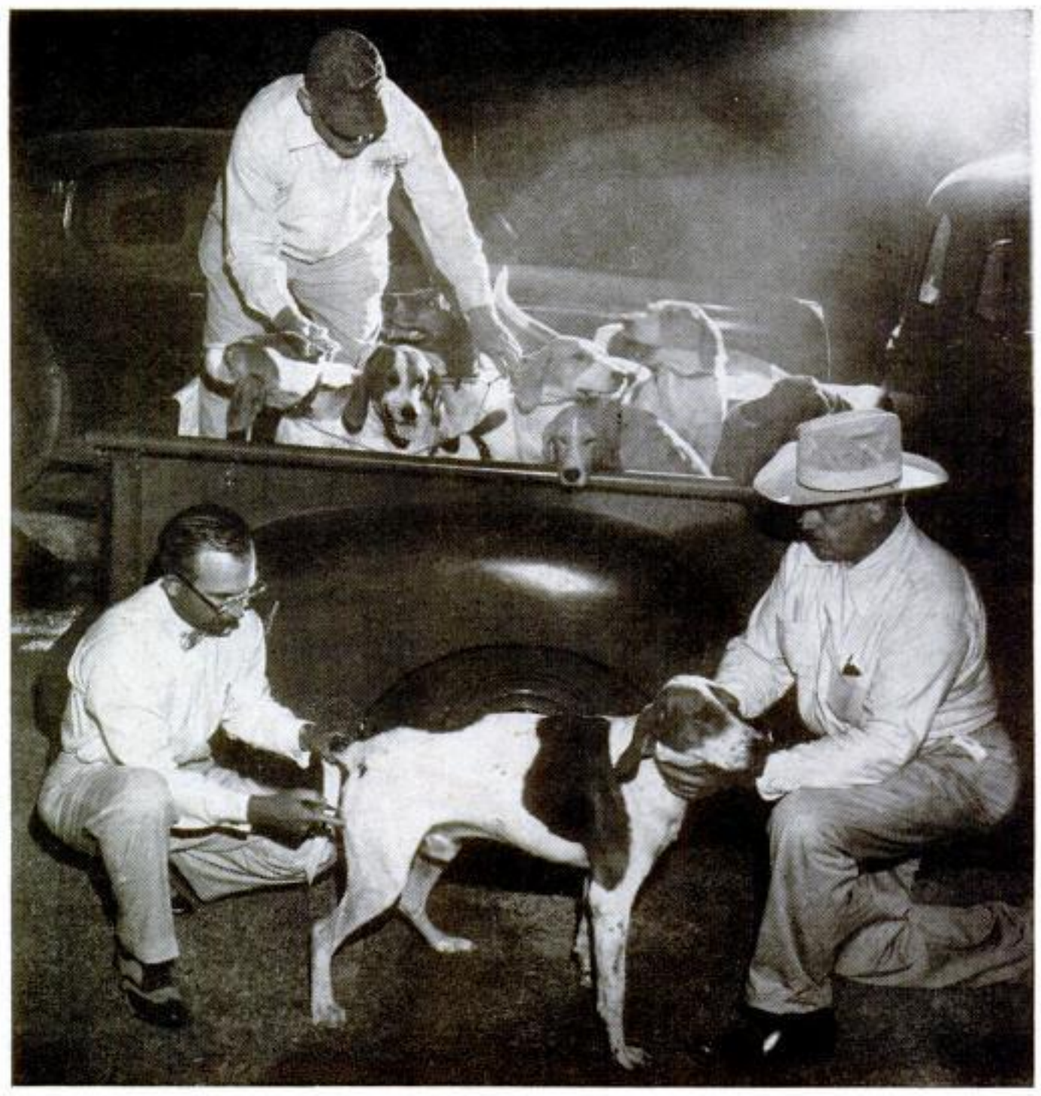
FAST! Skillfully the fighters box, each seeking a flaw in the other's defense. Suddenly, it appears—and a gloved fist crashes through the opening—at 135 m.p.h.! That's fast—*so fast you need a stopwatch to time its speed.* Yes—and when you drop a Bayer Aspirin tablet in a glass of water, you'll see that it starts disintegrating almost instantly—*so fast you need a stopwatch to time its speed.* The same thing happens in your stomach. That's one reason why Bayer Aspirin relieves ordinary headache—makes you feel better—*fast!*

EFFECTIVE! Highest medical authorities say that Bayer Aspirin's single active ingredient is one of the most efficient of all pain relieving drugs.

GENTLE! Bayer Aspirin is so gentle doctors prescribe it even for small children.

DEPENDABLE! No other pain reliever can match Bayer Aspirin's record of safety—of safe use by millions of people. Bayer Aspirin has been tested—and proved—by time.

GET THE BEST—
GET BAYER ASPIRIN



STOIC FOXHOUND, one of a pack of 27 driven down in open truck from the country, is held still by his owner (*right*) as vet administers injection.



PUZZLED PUP keeps a wary eye on the syringe as he gets his shot. Small dogs got same dose as big dogs and suffered most from vaccine's painful effects.



SYMPATHETIC SPECTATORS, sisters Glynda Skidmore, 5 (*left*), and Lynn, 4, with their just-vaccinated pets, watch next subjects being injected.

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OPEN A NEW WORLD OF WHISKEY ENJOYMENT...

Say Seagram's and be Sure



SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.

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A lot of eating for little money!

HEINZ BEANS

● **For tempting,** old-time flavor and *real nourishment,* you can't beat Heinz Beans! Savory home-recipe sauces make them extra delicious! Your grocer has four thrifty, ready-to-serve kinds: in tomato sauce with pork; in tomato sauce without pork, vegetarian style; Boston style—with pork and molasses; and New England style—tiny pea beans in molasses sauce enriched with tender pork.



World's greatest flavor bargain—

HEINZ KETCHUP

● **Consider the small cost** of Heinz Ketchup compared with the food it glorifies—plus the fact it's so rich and thick it *goes further*—and you'll agree it's the *world's best flavor buy!* No other ketchup has ever matched it—because only Heinz uses choice spices, fine vinegar, and selected sun-ripened "Aristocrat" tomatoes raised from specially grown plants. *Everyone* can afford the best ketchup—*Heinz!* Enjoy it at the table—use it often in your cooking, too!

HEINZ

57 ways to eat better and save money. is featuring a real fall harvest of fine

HEINZ full-flavored VINEGAR costs less to use!



● **Every drop of Heinz Vinegar** is so mellow and fragrant—so uniform in strength—it coaxes all the goodness from your salads every time! So get *more flavor for your money* by using your favorites of Heinz fine sparkling vinegars: Apple Cider, Distilled White, Malt, Tarragon and the new Salad Vinegar.

HEINZ quality SOUPS at no extra cost!

● **Enjoy richer,** *better-tasting* Heinz Condensed Soups often—*for they cost no more than other kinds!* Plan nourishing lunches around Heinz three chicken or three vegetable soups. Use Heinz cream soups for smoother sauces—and to give finer flavor to your cooking! *All* Heinz Quality Soups have a *deep-down homemade taste* you'll like!



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HEINZ RELISH twins—

newest treat for hot dogs and hamburgers!

● **Best thing** that ever happened to hot dogs, deviled eggs and sandwiches is new Heinz Hot Dog Relish—a sprightly chopped pickle and mustard sauce combination. *Equally* good is Heinz Hamburger Relish (chopped pickles in spicy tomato sauce). Try 'em both! Here are two more delicious proofs that *nobody makes pickles like Heinz!*



For quick and thrifty main dishes!

● **Tasty, satisfying** Heinz Spaghetti—with its exciting, cheese-flavored tomato sauce—is the perfect mainstay for easy-to-fix lunches or dinners! It's great combined with leftovers, too. Buy Heinz Spaghetti in family, regular-size or single-portion tins!

HEINZ SPAGHETTI

NEW CROP VALUES



Your grocer Heinz food values.

STOCK UP NOW on Heinz Quality Soups, Beans, Spaghetti and other famous ready-to-serve foods with that wonderfully different Heinz *home-cooked* flavor.

Over 60 nourishing menu changes for baby!



● **Now Heinz baby-food specialists** offer more than 60 foods for your baby—Strained Orange Juice, Pre-Cooked Cereals, Strained and Junior Foods (including Strained and Junior Meats). Mothers serve them with confidence—because Heinz are *the only baby foods backed by an 85-year quality reputation.* And babies enjoy the finer flavor and color of Heinz Baby Foods. Most kinds come in work-saving glass jars.

HEINZ BABY FOODS



HEINZ

57 VARIETIES

You know it's good because it's Heinz!



For Heinz recipe suggestions, watch "HOME" on your NBC-TV station Tuesdays, Thursdays and Fridays. And consult your paper for Heinz weekly, "STUDIO 57" on TV!

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For easy days...

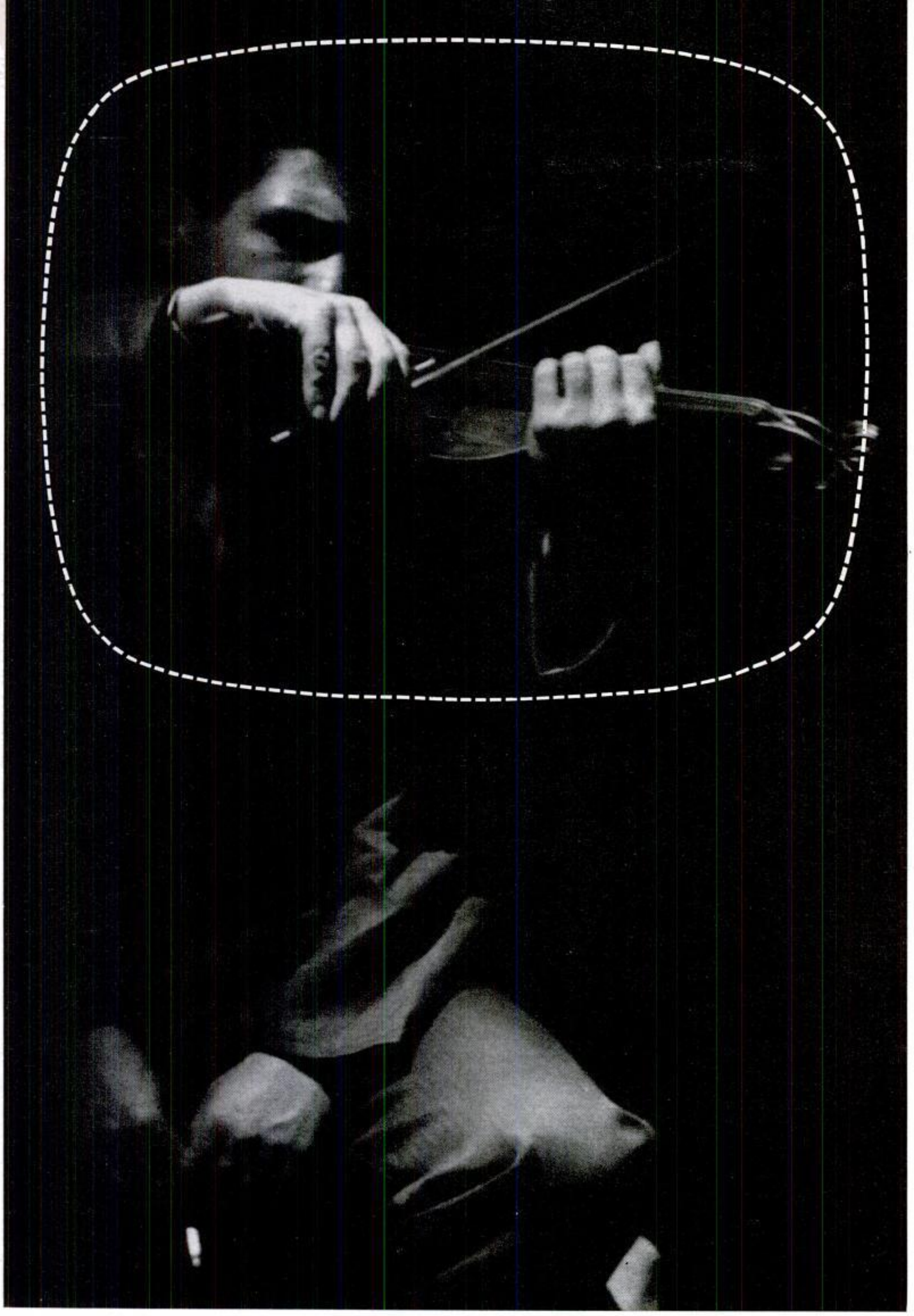


Perfect Rice Without Cooking!

1. **It's prepared instantly.** Just add Minute Rice to boiling water!
2. **It's trouble-free.** No washing! No boiling! No draining! No sticky pans!
3. **It's foolproof.** White, fluffy delicious rice—perfect every time!
4. **It's just plain good eating**—the easiest way to round out a well-balanced meal!

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HOW FIDDLING ACTOR LOOKED ON TV IS SHOWN INSIDE OF DOTTED RECTANGLE. HIS OWN HANDS HOLD CIGARET

FIDDLING ILLUSION

Four men create one musician on TV

One of the neatest camera tricks ever devised turned up on "Notebook Warrior," a recent *U. S. Steel Hour* show (ABC-TV, Tuesdays, 9:30–10:30 E.S.T.). A close-up was needed of the hero playing his fiddle. Actor Ben Gazzara, who took the part, had never touched a fiddle, so three real violinists were hired. Two of them, cloaked in black to make them invisible, crouched close behind the hero. One held the fiddle, which was propped under Gazzara's chin, and expertly fingered the strings. The second held the bow which was well soaped to keep it silent. The third, out of the camera range, played his own violin, which was what the TV audience heard. With Gazzara making the proper soulful expressions, the illusion was so perfect that no viewers ever suspected his fancy fiddling was fake.



SECRET of trick, with extra fiddlers, is revealed in rehearsal. On show they were hidden behind actor.



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LOYOLA'S DEATH MASK

THE JESUITS IN AMERICA

Photographed for LIFE by

MARGARET BOURKE-WHITE

THE Jesuits came to America before the soldiers and before the colonists. In 1566, only 26 years after the Spaniard Ignatius of Loyola had founded the Society of Jesus, its energetic, courageous priests were marching through Florida, converting Indians to the Roman Catholic Church. Unarmed—carrying only prayer books, fishhooks and needles—the Jesuits moved inland. In French America, says the historian George Bancroft, "not a cape was rounded, not a river discovered without a Jesuit having shown the way."

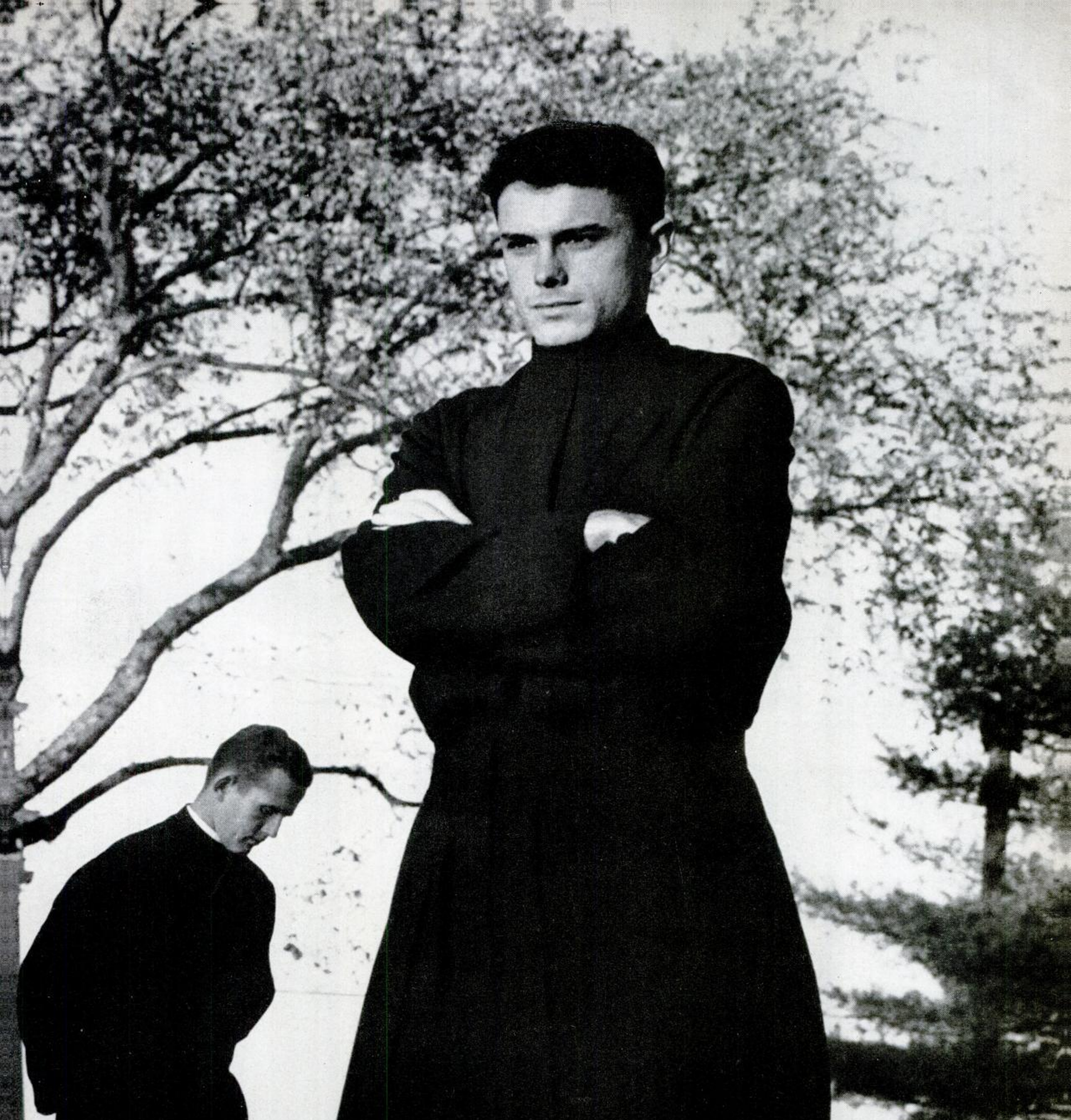
Until 46 years ago part of the U.S. was still considered mission territory by the Church and the Society of Jesus was still sending priests here from Europe. But today, with 31 million Catholics, this country has become a bulwark of the Church and American-born Jesuits have taken on the order's work.

Though there are many other effective Catholic orders in the U.S.—and though the great majority of clergy are "secular" priests belonging to no order —the Jesuits with 7,630 members are the largest, the best organized, the most influential group within the Church. They operate 99 schools, including important universities like Georgetown, Fordham and Marquette, which have a total enrollment of 129,000 students. They edit and publish 25 different periodicals, from contemporary provocative weekly magazines like *America* to scholarly journals like *Thought*. Jesuits are parish priests, prison chaplains, leaders in scientific research and mediators in labor disputes. As an organization they are so tightly knit, so efficient and so varied in their activities that they have often been accused of being a church within a church.

In founding his order Loyola believed that men should not only save their own souls but should help their neighbors to be saved. He dispatched his priests to work in India, Japan, China, America and all over the world under the motto, "For the Greater Glory of God." The Society of Jesus has had its moments of glory and honor, its moments of defeat and excoriation. But today it is the largest and fastest-growing order in the Church and finds its greatest area of growth—in new recruits, new facilities and variety of activities—in the U.S.



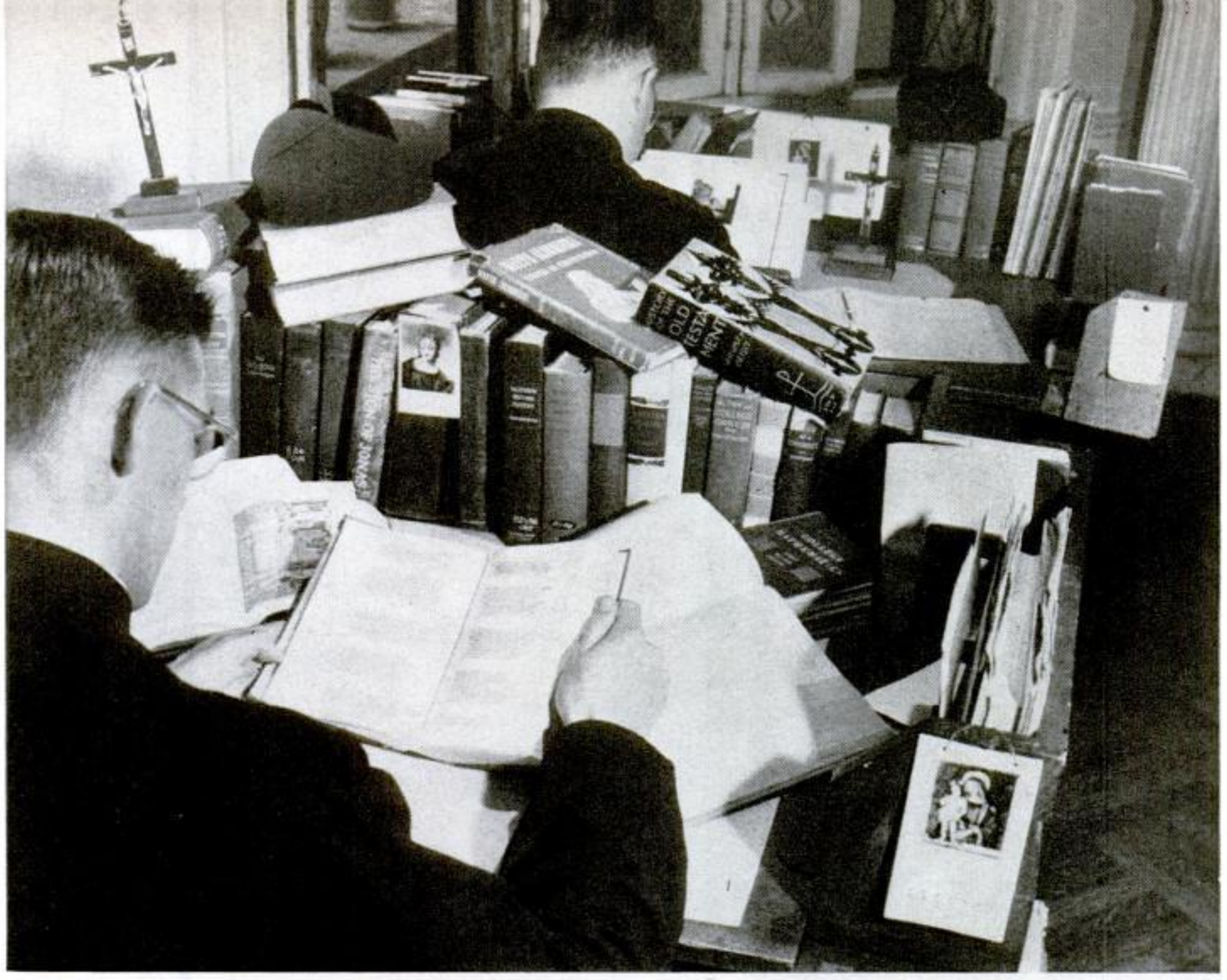
IN SPIRITUAL EXERCISE, which every Jesuit performs twice a day, theological students examine consciences as they walk, a duty prescribed for rooting out faults and remaining always "in the presence of God."



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Long years of preparation and discipline



"SOLID LEARNING" was advocated by Loyola so Jesuits could work among educated as well as uncultured. These "juniors," in third and fourth year of study at Novitiate at Lenox, Mass., concentrate on Latin, Greek and English classics. Henceforth theology and philosophy lectures will be in Latin.



FOR SAKE OF HUMILITY students do manual labor. These at Novitiate near San José, Calif. harvest community's grapes which are turned into wine. Once a week novices hold a "chapter" in which anyone may bring up faults of another. The "accused must be grateful his faults are revealed."

A JOYFUL MOMENT comes when newly ordained priests advance to altar rail in groups of eight to bless their parents and embrace their mothers. Second group waits in back. Forty-three were ordained in ceremony at Woodstock College, Md.

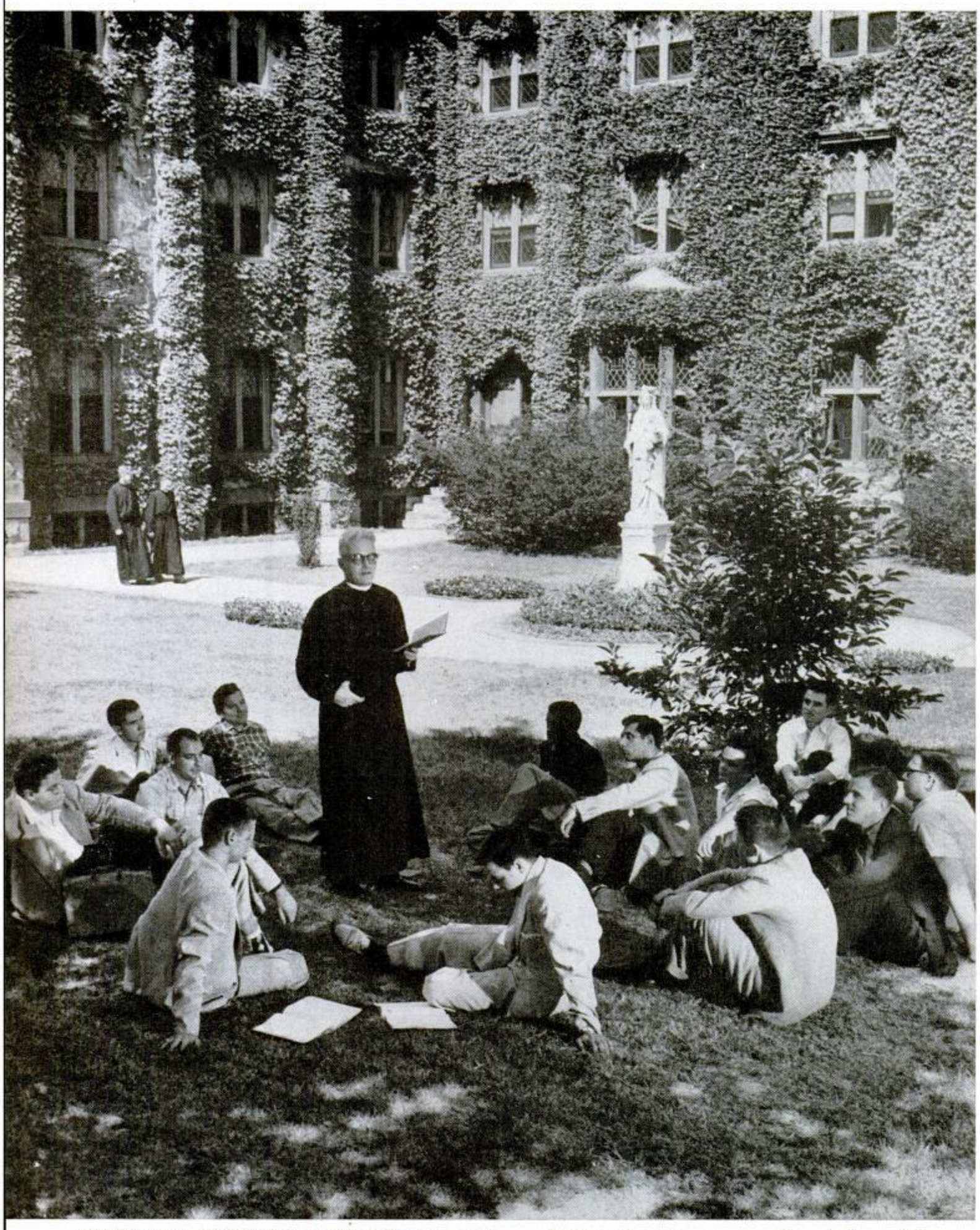
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THOUGH some 300 young Americans enter the order each year, only about 60% of them eventually become Jesuit priests, for no other order has such an arduous period of training and discipline. For 13 years before ordination and for two years after, the Jesuit must prepare himself by intense study and work, shown in these pictures, following a strict schedule of prayer, meditation, study of the classics, science, philosophy and the liturgy. To learn discipline novices must walk during recreation periods with the first person they meet, not single out friends. They must stop talking, even in the middle of a sentence, when the bell rings.

Like members of other religious orders, Jesuits take vows of poverty, chastity and obedience, but no other order stresses the last vow so much as they do. Obedience is given first to a superior (head of a Jesuit community) then through the hierarchy of Provincial (head of one of 10 U.S. provinces), Assistant (head of all U.S. Jesuits) up to the Father General in Rome. Though Ignatius emphasized man's free will, becoming a Jesuit means the complete surrender of one's will to one's immediate superior. "I must let myself," said Ignatius, "be led and moved as a lump of wax lets itself be kneaded." Yet Jesuits are encouraged to "humbly appreciate" their own assets, for once ordained they must go into the world prepared for the utmost in individual initiative and resourcefulness.



A PRACTICE BAPTISM is performed by a student (*left*), under eye of two teachers. Same doll has been used at Weston College for 27 years and has been "baptized" by students now serving as missionaries on every continent of world.



A TEACHER-POET, Father Alfred Barrett, reads from own book of poems to students at New York's Fordham University, where classes are sometimes held outdoors in warm weather. Other well-known Jesuit schools are Holy Cross College, the Universities of Detroit, San Francisco and St. Louis.



EXPERT LINGUIST, Father Frank Fadner, listens in on tape recordings by which 35 different languages are taught at Georgetown school of linguistics. A lay professor at Georgetown perfected simultaneous translation system (LIFE, April 17, 1950) used by the United Nations in New York.



"YOUTH'S BEST FRIEND," as Father Daniel Lord of St. Louis is called, plays *Ricochet Romance.* He is prolific writer of plays, musicals and pageants.

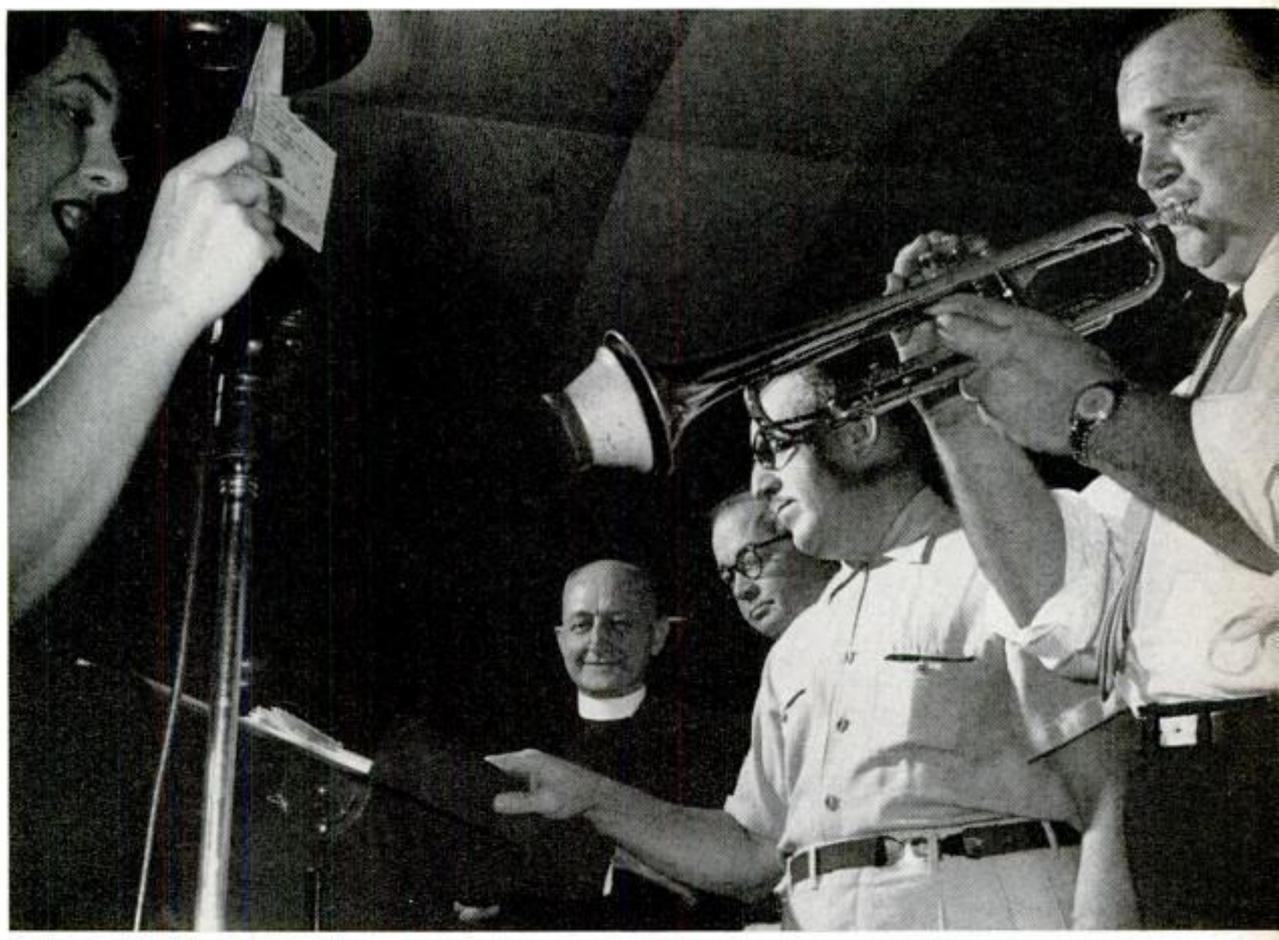
Teachers wise in ways of world

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FLYING JESUIT, Father John Higgins, here talking to Father Charles Choppesky, is professor at Parks College, which gives courses in aeronautics. It also trains missionaries to fly to save traveling time between their far-flung outposts.



RADIO SUPERVISOR, Father William O'Leary, listens to a jazz session on Loyola University station in New Orleans, WWL, which pays its way with commercial programs and advertising. In his spare time O'Leary is a psychiatrist.



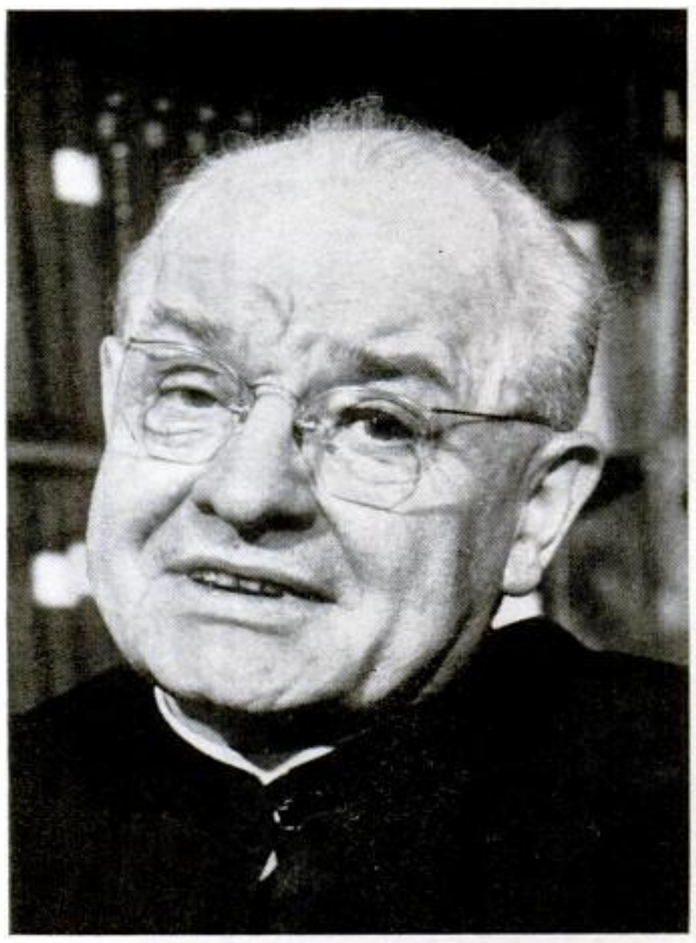
HOLLYWOOD COUNSELOR, Father Walshe Murray, is often called in by movie studios to give his unofficial opinion on the propriety of scripts. Here he confers with Screen Writer Karl Tunberg (*center*) and Producer Sam Zimbalist.

BECAUSE Loyola believed that God's work had to be done with men as they are and in the circumstances under which they live in the world, the Jesuits immerse themselves in the world to a greater degree than any other religious order. They are as apt to know the songs from *Brigadoon* as Masses by Palestrina, to be as familiar with Willie Mays's batting average as with church statistics. They are at home on a college campus, in a big-city slum or in a Hollywood movie studio.

In the U.S. the Jesuit schools are intended not only to give an intellectual grounding to American Catholics but to train lay leaders to work in and exert a Catholic influence upon all the spheres of life. At Georgetown University in Washington, D.C. the Jesuits operate the only Catholic school in the U.S. for foreign service. In St. Louis their Parks College gives courses not only in aeronautics but in astronautics, which includes rocket engineering and the problems of space travel. Across the country the Jesuits have 13 law, eight engineering, five medical, seven dental and 16 graduate schools. They operate 12 radio stations in connection with their colleges and in addition, two other stations. Their St. Louis radio station, WEW, started in 1921, was the second in the country and its Jesuit founder, Brother George Rueppel, playing phonograph records with a running commentary, was probably the first U.S. "disc jockey."

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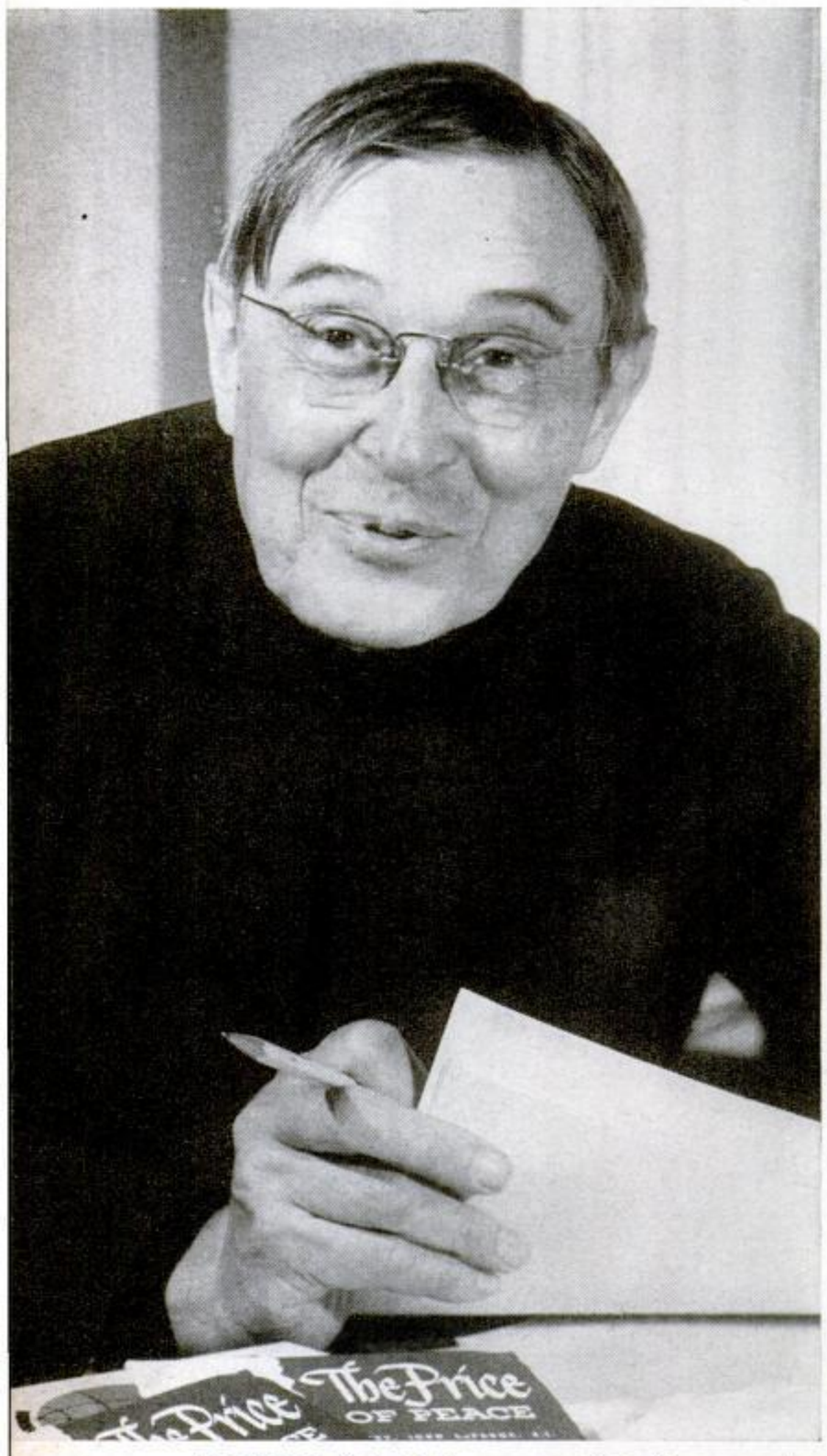


MEDICAL EDUCATOR, Alphonse Schwitalla, is dean emeritus of medical school at St. Louis university, where Vitamins K-1 and K-2 were isolated.



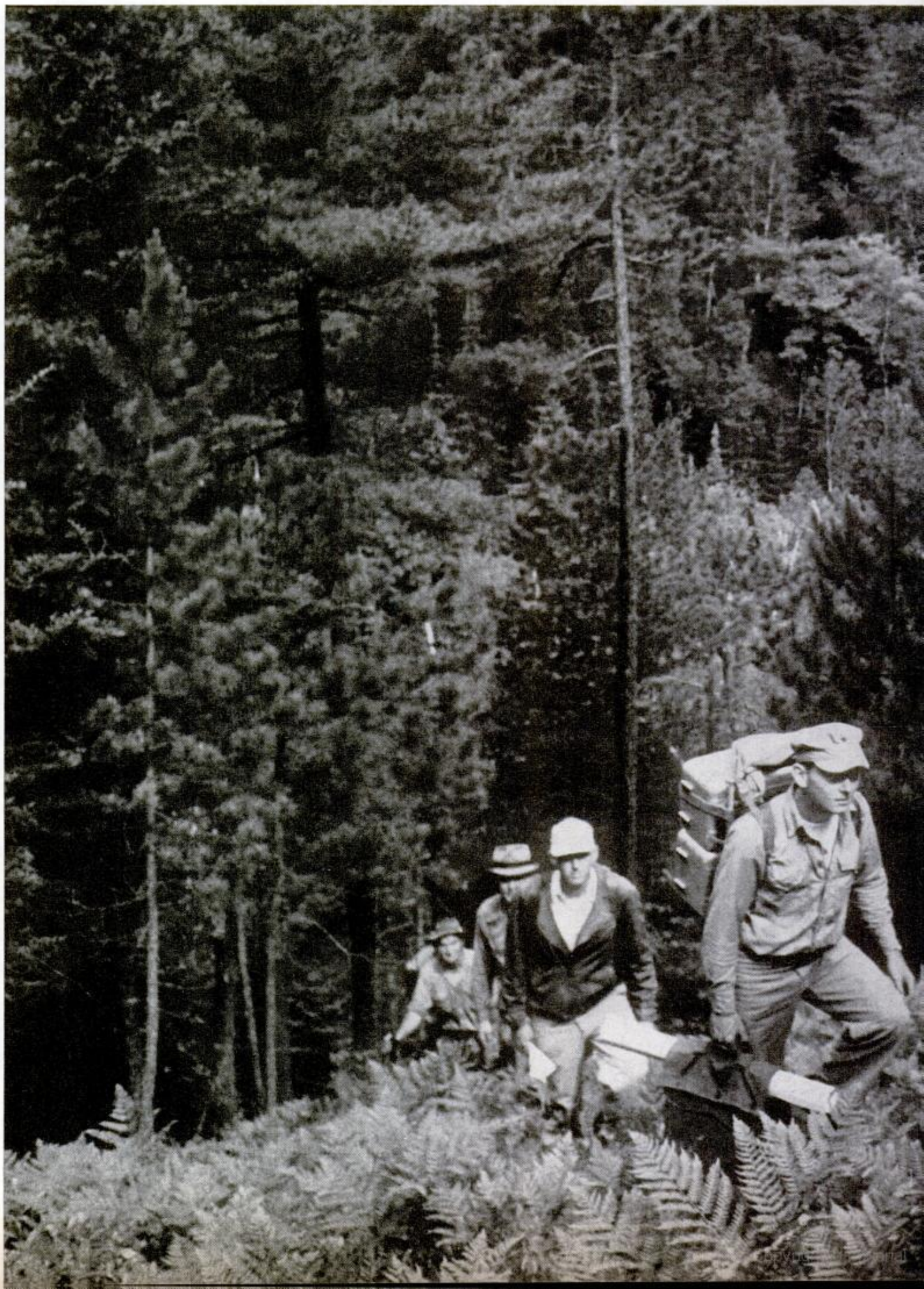
THEOLOGIAN, John Courtney Murray, editor of the periodical *Theological Studies*, has defined the American experience in church-state relationship.

Scholars, star-watchers, explorers



AUTHOR, John LaFarge, son of the famous painter, has written voluminously on interracial and international problems as well as the liturgical arts.

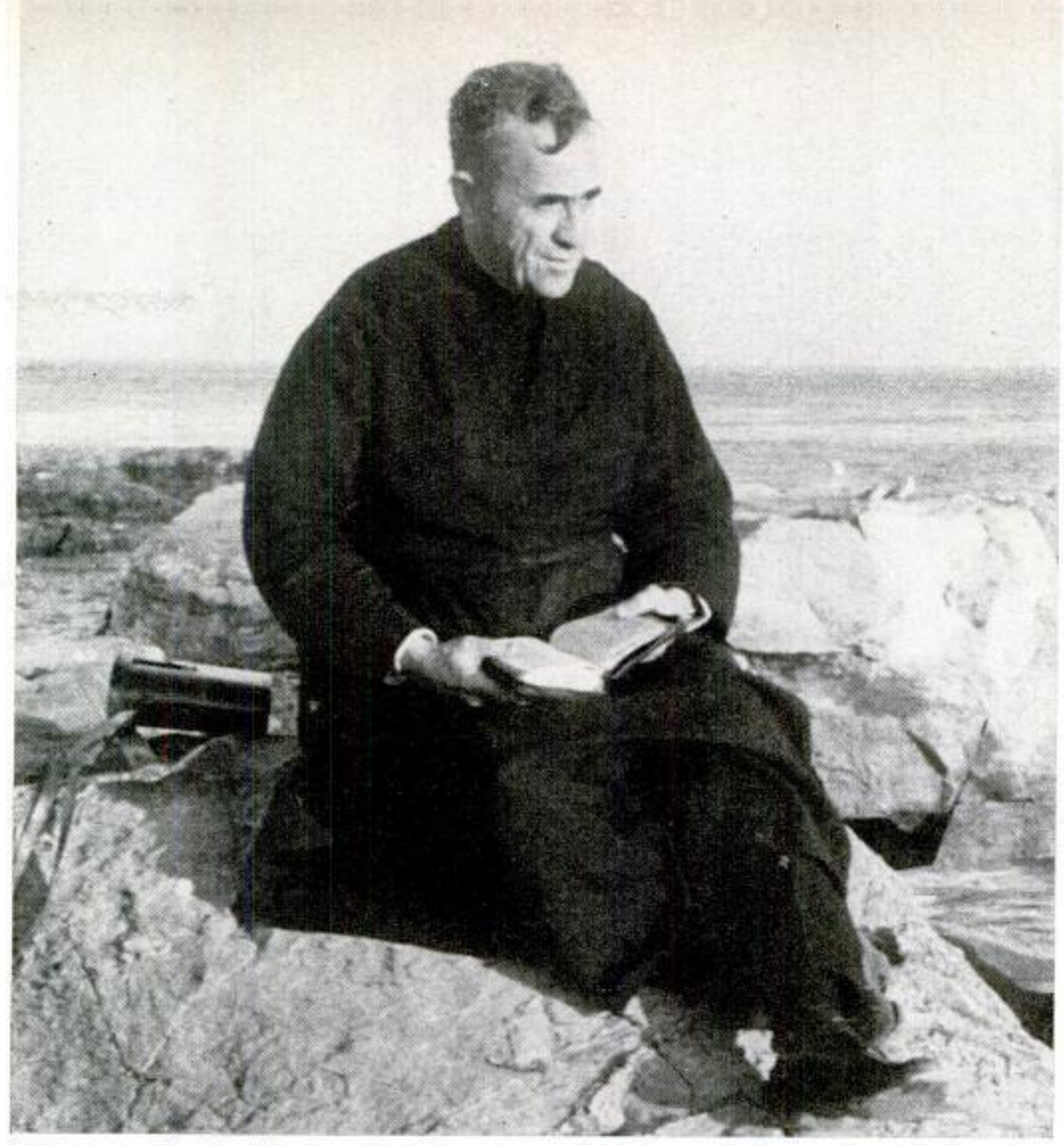
SEISMOLOGIST, Father Daniel Linehan (*extreme right*), heads through Maine woods toward river where he made tests for a power company to determine site for a dam. The pay he receives goes to the order. Last month he went with an expedition to the Arctic to locate the North Magnetic Pole.



JESUIT history glows with brilliant men like Father Gerard Manley Hopkins, the poet; George Kamel, the botanist for whom the camellia is named; Robert Bellarmine, the theologian. In the U.S. today the order has an imposing array of scholars, some of whom are shown here. A more complete gallery would include men like Father Joseph Lynch, world expert on earthquakes (LIFE, April 15, 1946); James Macelwane, also a famous seismologist; Edmund Walsh, who founded the Georgetown school for foreign service, and many others.

Jesuit scientists are particularly active in astronomy and geophysics. The order literally has its ear to the ground, maintaining 28 seismological stations, 18 of them in this country (the U.S. government has only eight), and the earth cannot tremble without the Jesuits knowing about it. In recent archaeological excavations under St. Peter's Basilica, it was the seismological tests of Fathers Lynch and Daniel Linehan (*below*) which helped to determine the extent of Christian and pagan tombs.

Some critics of the Jesuits accuse them of too much brilliance. "You can't win an argument with a Jebbie," they complain. In the Jesuit houses of study students are exposed to every possible criticism of the Church, and historically the Jesuits have been the masters of dialectic. A particular contribution of the American Jesuits has been to reconcile the unique aspects of the U.S. political system with the Church's teachings on church and state. On the basis of the American experience, they contend there is no need for conflict in practice between church and state, arguing both must play their proper roles within a free society.



EXPLORER-GEOLOGIST, Father Bernard Hubbard of Santa Clara University, here reading breviary on rock overlooking Pacific, is known as "Glacier Priest." He has made dangerous forays into Arctic and written extensively on Far North.





ASTRONOMER, Father Francis J. Heyden of Georgetown, has traveled all over world, to Africa, China, Iran and Brazil, studying eclipses of the sun.

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IN RUSSIAN ATMOSPHERE of St. Andrews Church in Los Angeles, Father John Ryder waves censer at congregation. Jesuits trained in Byzantine rite, which is similar to Russian Orthodox, usually wear beards and speak to each other in Russian.



ON WATERFRONT in Philadelphia, Father Dennis Comey discusses a grievance with a group of longshoremen. Both workers and shippers have

Missions on home front and abroad

To Jesuits a "mission" is not only the task of converting men to Christianity. It includes the many delicate and dangerous special assignments performed for the Pope during the past 400 years, by which they have earned for themselves the glamorous title, "The Pope's Light Cavalry." In 1926 a Jesuit bishop went secretly into Russia to consecrate other bishops. Only one of those consecrated is now known to be alive. But other Jesuits are being trained in the U.S. in the Eastern rites (*above, left*) to go into that country at a more propitious moment.

In the 1930s the Jesuits detected that Communists were infiltrating U.S. labor unions. The order immediately went into action, now has a highly trained corps of "labor priests" (*above, center*) and 13 labor schools where workers are taught how to chuck out Communists and where employers and employes can discuss their mutual problems.

Another special mission of the Jesuits in the U.S. is maintaining "retreat houses" where businessmen, lawyers, doctors and special groups can spend a quiet weekend in prayer and meditation (*right*). But the most important of the Jesuit missions is still in the foreign field. The Society has more foreign missionaries (5,463) than any other Catholic order. A fifth of these are Americans who conduct 1,208 mission stations all over the world, some of the most active being in Central America.



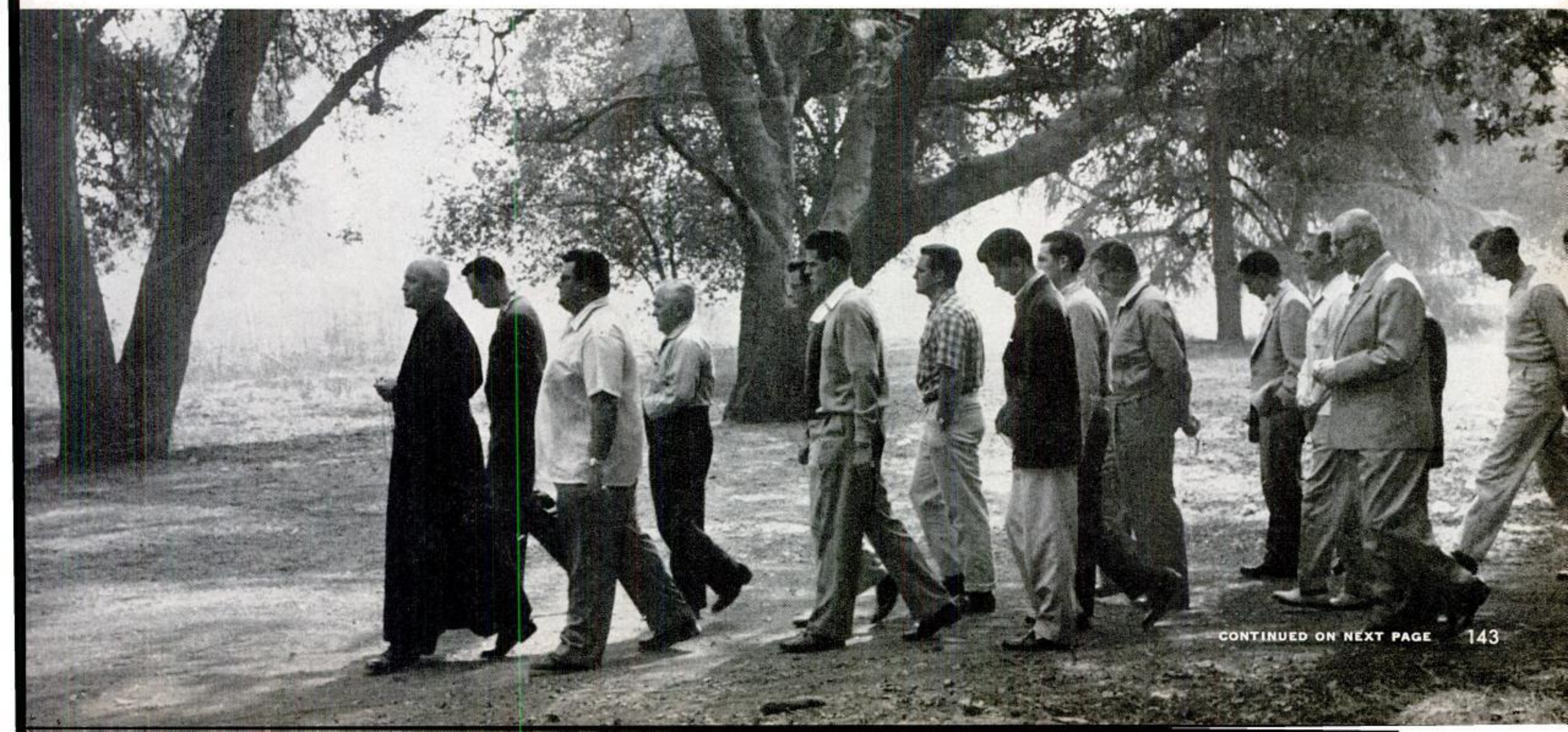
IN CALIFORNIA RETREAT Father Wilfred LaSage leads group in saying Rosary. Last year 13,280 men attended retreats in New York province alone.



such confidence in Father Comey that by mutual agreement they have made him arbiter of the waterfront with unrestricted power to adjust all disputes.



IN BRITISH HONDURAS Father John Sullivan shows size of mackerel he caught. In Central America (*next pages*) the Jesuits work mostly among Carib and Mayan Indians, whose low standard of living makes them easy prey for Communist propaganda.



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INDIAN CATHOLICS swarm to Mass at a remote British Honduras outpost after Father Gregory Sontag cruises river in boat, playing phonograph records like *Kentucky Babe* and *Ain't She Sweet* over loudspeaking system.



AGILE SAILOR, Father Sontag jumps into the water to pull his boat away from the dock at mission headquarters when waves threaten to ram it against other boats. Boy at left pushes away from dock with his foot.



A FULL SAIL carries Father Marion Ganey to island off British Honduras where Jesuits have organized fishermen into a cooperative. "Co-ops" have also been started among the farmers, banana workers and chicle growers.

SUDDEN RAIN catches three Jesuits on 30-mile mule trip to outpost in Republic of Honduras. Important Jesuit contribution has been teaching Indians how to fatten hogs and sell them by pound instead of by the head.

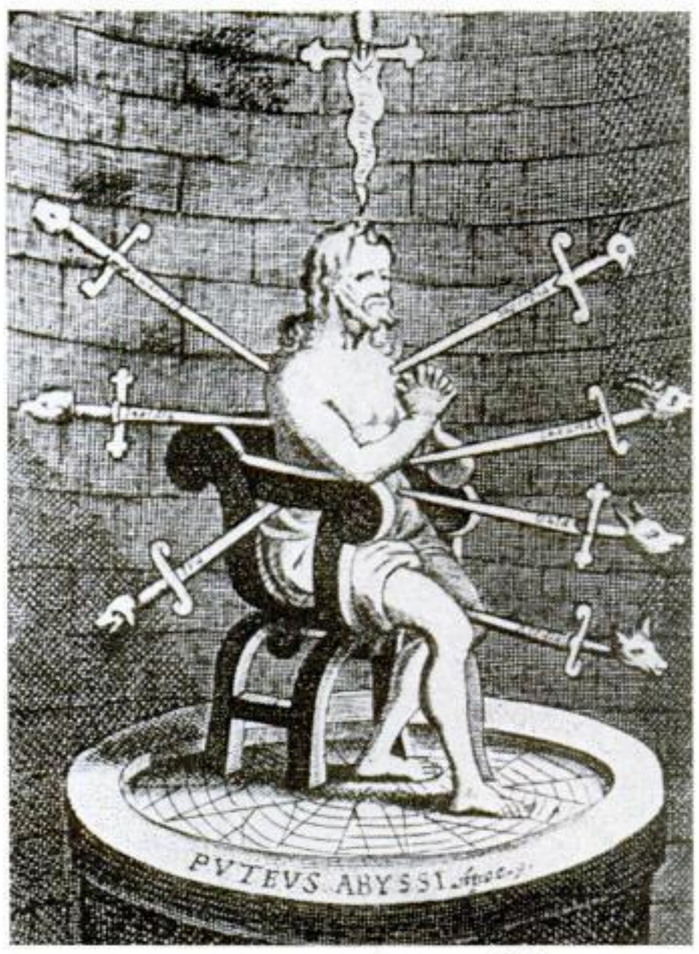


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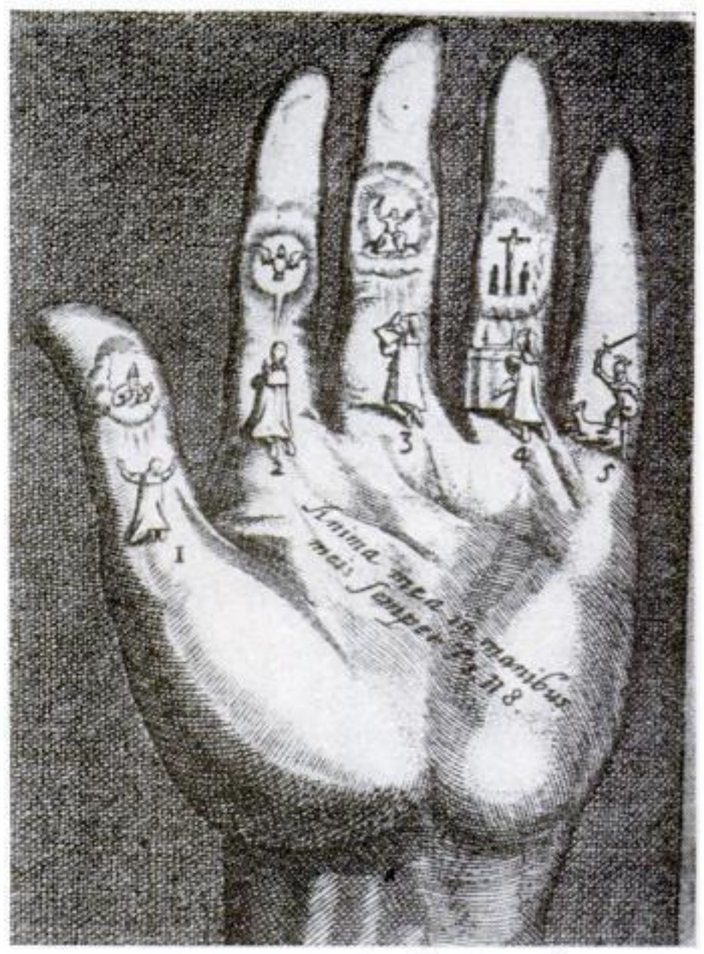
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SEVEN DEADLY SINS pierce and destroy man in this drawing from Loyola's *Spiritual Exercises.* The overhanging sword, death, will send him to hell.



YOUNG LOYOLA in armor sits on steed in front of castle. Before conversion he was flirtatious, drank heavily, was once hauled into court for brawling.



HAND OF THE SOUL in *Exercises* shows sinner 1) recalling God's blessings, 2) seeking light, 3) recording sins, 4) grieving, 5) fighting Satan.

GLORY AND TROUBLE

As a young man Ignatius of Loyola, who was born in 1491, was a vain, worldly, high-spirited knight given over to the pursuits of elegance and chivalry. In one of his chivalrous moments, while trying to rally a badly defeated Spanish army against overwhelming French forces, he was wounded in the leg by a cannon ball. As he lay in a castle in excruciating pain he asked for some popular romantic books of the day. The only books available were a *Life of Christ* and *The Flowers of the Saints.* By the time Loyola had finished reading them he saw the whole world as a new kind of battlefield, the forces of Satan on one side, the forces of Christ on the other. With his leg permanently crippled, he resolved to quit the army of soldiers and enlist forever in the army of Christ.

As leader of the Society of Jesus, Loyola was a curious mixture of idealist and realist. In his time spiritual perfection was considered something attainable only by monks and mystics, God's elect. Through his *Spiritual Exercises* Loyola endeavored to make perfection a goal of ordinary people. His manual outlined the way to self-conquest in simple, concrete lessons which were to be followed on a daily schedule with a written record kept to note the improvement in conduct day by day. Unlike the mystics, who taught that union with God could be achieved only by extinguishing the senses, Loyola asked his pupils to use all their senses to picture the purity and rapture of heaven, the corruption of sin, the enormous fires of hell, "the howlings . . . smell of . . . rotting . . . taste of bitter things." Eventually secular clergy and scholars, servants and kings all over Europe were faithfully following the *Exercises.*

In his early religious enthusiasm Ignatius had scourged his body and worn a shirt of thorns. But he was practical enough to note the wear on his strength and later he rejected extreme asceticism for his followers. To make them more effective in the world he even secured a papal dispensation so they would not have to sing the daily office in choir, and they did not wear a distinctive habit as other orders did.

Loyola inspired great personal devotion among the members of his order—so much that Francis Xavier knelt when writing to him. It was the Jesuits, under Loyola, who were primarily responsible for stemming the tide of the Protestant Reformation and leading the Catholic counteroffensive known as the Counter Reformation. Through the *Spiritual Exercises* and preaching, the Jesuits helped to reform the Catholic clergy where it had become lax. Then by establishing model schools and colleges like battlements across Europe, they fought to win the people's allegiance.

To gain souls for Christ, Loyola urged his followers, as St. Paul had done, to be all things to all men. In dealing with people, he said, "consider first what temperament they are and adapt yourselves thereto. If a man is passionate, with a quick, vivacious manner of speech, do you also speak of good and holy things in a similar style, for that is what pleases him." Loyola's followers took him at his word. When Francis Xavier went to India, he worked principally among the "untouchables" and lower castes, walking through the villages dressed in a shabby gown, eating the same food as the poor. But when he went to Japan and discovered that the Japanese were attracted more by pomp than by humility, he dressed in gorgeous raiments and permitted himself a retinue of servants. He made thousands of converts. Some years later, when the emperor decided to wipe out Christianity, the Jesuits who followed Xavier coolly reasoned that martyrdom was required to keep their converts loyal and they remained steadfastly at their posts even though they were put to death by the scores. In China the Jesuits so impressed the emperor with their erudition that they were made mandarins in his court. Thereafter, for almost a hundred years, Jesuits were on the imperial staff, keeping always in favor by instructing the Chinese army in the use of artillery, building observatories, predicting eclipses and beautifying the court with gardens and fountains.



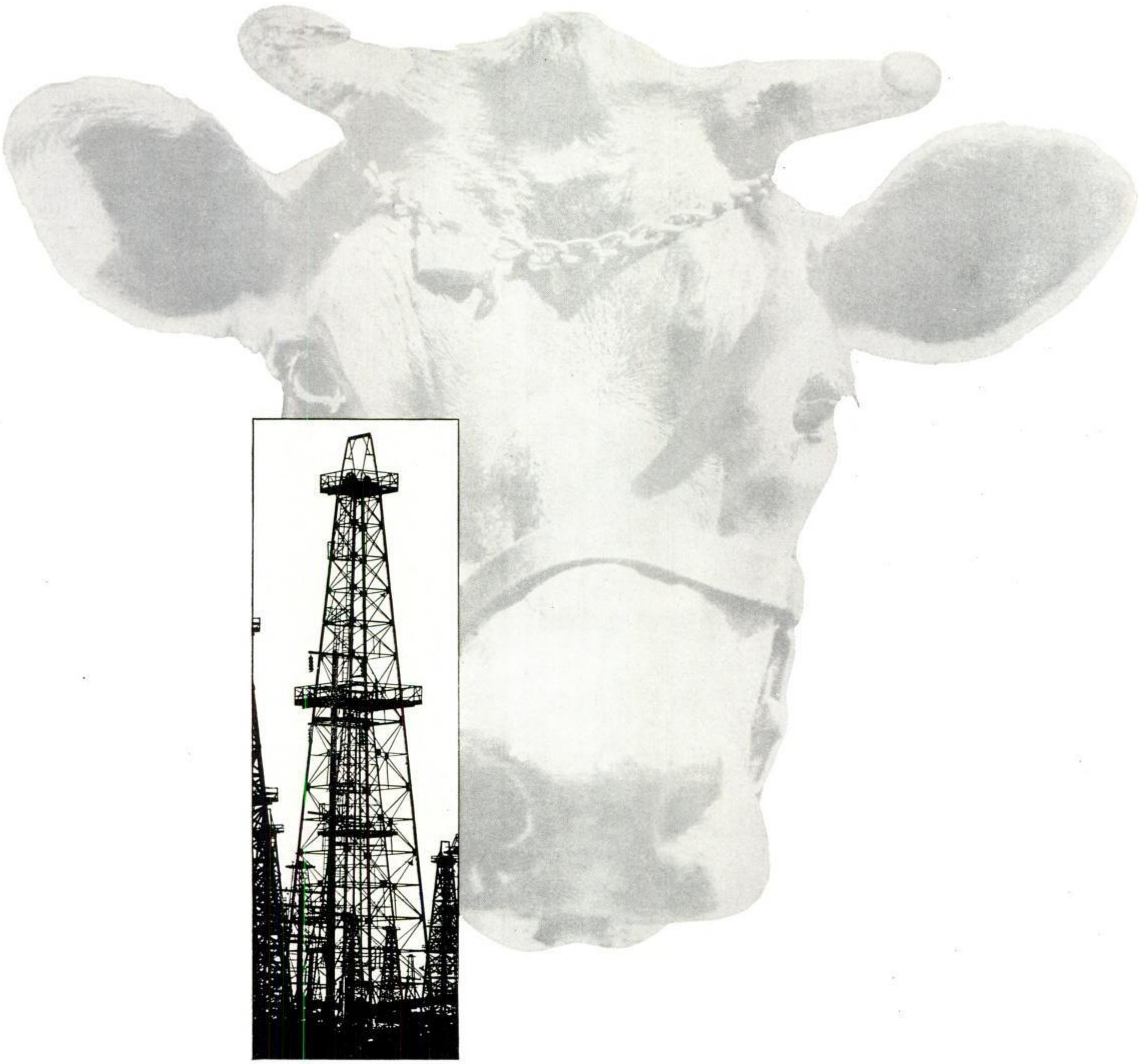
MASS CRUCIFIXION IN JAPAN on Feb. 5, 1597 brought 26 Jesuits and converts to death by order of emperor. Japanese soldiers pierced each one of the martyrs with a spear in an effort to duplicate Christ's crucifixion.

Some of the strongest opposition to the Jesuits came from within the Church itself. Missionaries of other orders complained that the Jesuits were winning converts at the expense of Catholic doctrine. In China the Jesuits had permitted their converts to continue veneration of ancestors and in India had permitted the snobbish Brahmans to continue the observance of caste. But the Jesuits replied that veneration was not deification of ancestors and that caste was of greater social than religious significance. Nevertheless, to keep order in his house, the Pope rebuked the Jesuits and ordered them to desist from such tactics.

In Protestant England, where

CONTINUED ON PAGE 148

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How is an oil well like a cow?

In many ways the similarity between an oil well and a cow has a great deal to do with the future security of your children.

Both well and cow give us vital products—petroleum and milk. But unless we withdraw those products at an efficient rate we can ruin our source of supply.

For it's as economically unsound to take a year's supply of oil from a well in a month, as it would be to try to obtain a year's production of milk from a cow in a day!

It's equally bad, economically, to *under*produce a well or a cow. Yet, today, the American petroleum industry is underproducing—to accommodate the oil coming into this country from far-off places.

Obviously, if our own industry is to maintain its capacity to produce it has to be able to sell its products. Whatever interferes with this jeopardizes its ability to continue to satisfy America's need for oil.

Nor does it have the financial resources to drill wells and then shut them in until needed. You have to *do* business to *stay* in business.

What's worse, oil from distant shores creates a dangerous dependency. In a national emergency it could disappear overnight. And we can't slow our production down too much and expect it to be adequate when we want it.

In our opinion, there is only one safe way to keep this nation's rate of petroleum production up to any challenge it may have to meet. That's to encourage our domestic oil industry to constantly find and develop new fields in the Western hemisphere, *where we can get at them if we need them.*

Union Oil Company 76

OF CALIFORNIA

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MOLLE BRUSHLESS is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard...tailor it . . . simply leave your face wetter when you apply MOLLE. Known everywhere as the world's smoothest, most comfortable shave.





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MOLLE LATHER is the richer Instant Brushless lather...because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard . . . tailor it . . . simply leave your face wetter when you apply MOLLE. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

EITHER WAY
The world's Best shave

*Pronounced Mō-Lay

they worked to get the Catholic Stuarts back on the throne, the Jesuits were executed whenever caught. They roamed the country in disguise using false names and giving misleading answers when questioned. Though the Jesuits justified the evasions by saying that they were not lies but "mental reservations" they were accused of making the end justify the means and the word "jesuitical" came to mean sly and crafty.

In South America it was the Catholic Spanish and Portuguese colonists who turned on the Jesuits. To convert as well as protect the native Indians, whom the colonists were exploiting as slaves, the Jesuits in 1588 set up a utopian republic in the Paraguayan jungle. The Indians were not eager to work but they loved music and so the ingenious Jesuits had them awakened in the morning with trumpets and marched to their fields to band music. The Indians were even organized into symphony orchestras which included violins, contrabasses, clarinets, flutes, harps, horns and timpani. This idyllic republic survived for a century but its Jesuit-trained army was finally defeated by a combined force of Spanish and Portuguese.

There seemed to be no limit to the Jesuit energy and imagination. As confessors and advisers to kings, princes and rulers in Europe and Asia, as experts in law, science, philosophy, botany, astronomy, theology and practical politics, the Jesuits had by the 18th Century gained enormous influence and power. When a monarch wanted a treaty mediated or a diplomatic favor granted he usually turned not to the Pope but to the Jesuit general, who has been called the "black Pope." But just when they seemed to be at the very summit of their power, the Jesuits suffered their worst defeat. On July 21, 1773 they were ordered suppressed by Pope Clement XIV.

An ultimatum for the Pope

IRONICALLY the Jesuits were suppressed by the Pope not because they had been disloyal to him but because they had been too loyal. The order had not faced up to a new historical force—nationalism. In countries where the kings or princes were claiming absolute authority extending even to some church matters, Jesuit theologians had sought to limit the royal power by arguing that their sovereignty came not by inherent right but from the people. This new approach worked successfully in some cases but eventually the parliaments and ruling classes used the Jesuit arguments to reject the temporal authority of the Pope as well. The kings of France, Portugal, Spain and other countries issued an ultimatum to the Pope to suppress the Jesuits or face the possibility of the national churches breaking completely away from his authority as the Church of England had done. Sadly the Pope acquiesced, saying, "Sometimes we must cut down a mast to save the ship."

The Jesuit idea was too deeply rooted to be destroyed. In most countries Jesuits simply became secular priests. By 1814 the flames of opposition which the Jesuits had ignited burned down sufficiently for Pope Pius VII to rescind his predecessor's ban.

Since 1814 the Jesuits have been the target of nationalistic forces again and again—in all they have been banned at different times from 18 countries and provinces. The constitutions of two countries, Switzerland and Norway, still forbid them within their boundaries. But the Jesuits have now recognized the two-edged sword of secular politics and they no longer take a very active role in this arena. Instead they are devoting themselves now to their missions, education, scientific research and the labor movement. The Church has recognized their loyalty and work by canonizing 27 Jesuits, including Ignatius and Francis Xavier, as saints and has declared 139 others "blessed," the last step before canonization.



THREE FAMOUS JESUITS were Antonio Possevino (*left*), a diplomatic trouble shooter who mediated many disputes between kings in 17th Century; Francisco Suarez (*center*), a 16th Century theologian who argued sovereignty of the people over the divine right of kings; and Angelo Secchi, who classified the stars in the 19th Century and was one of the founders of modern astronomy.

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GOLDEN YELLOW



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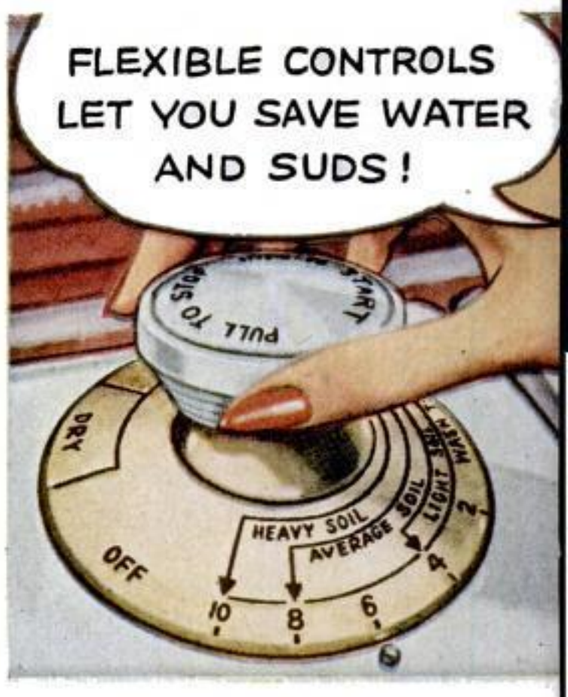
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Built and backed by General Motors

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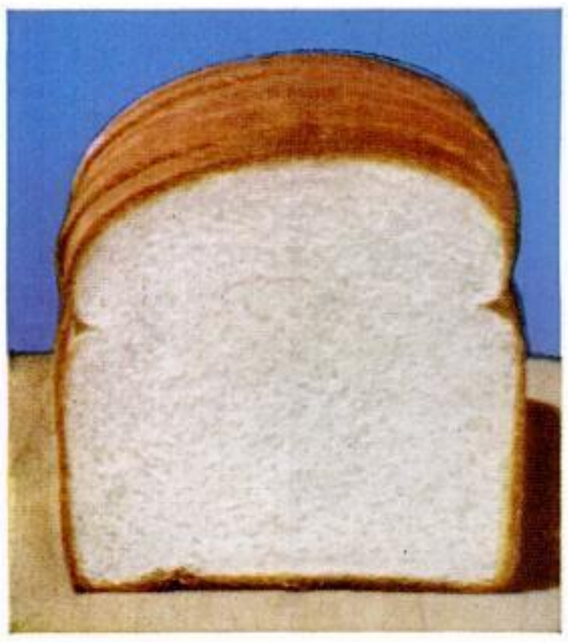




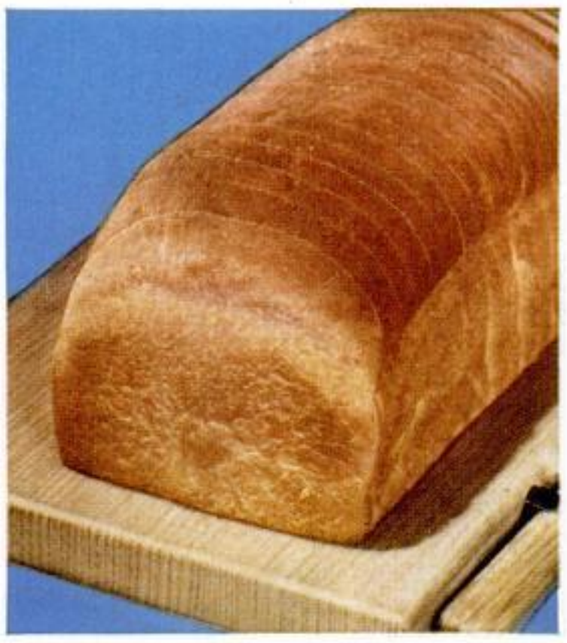


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For good eating, the texture of bread must be close-grained, soft and tender. In baking, dextrose sugar importantly aids the development of the texture you look for in fine bread . . . smooth, even and uniform.



2. BETTER CRUST COLOR—
Appetizing crust color is the mark of better bread. Bakers find that dextrose helps to develop superior "bloom", the baker's name for rich, golden-brown crust. This fine-looking loaf says "good eating".



3. BETTER FLAVOR—
The unmistakable flavor and fragrance of fine bread is developed before it is baked. Bakers of quality bread use dextrose to feed the yeast, to promote leavening, assuring you the full flavor you find in fine bread.



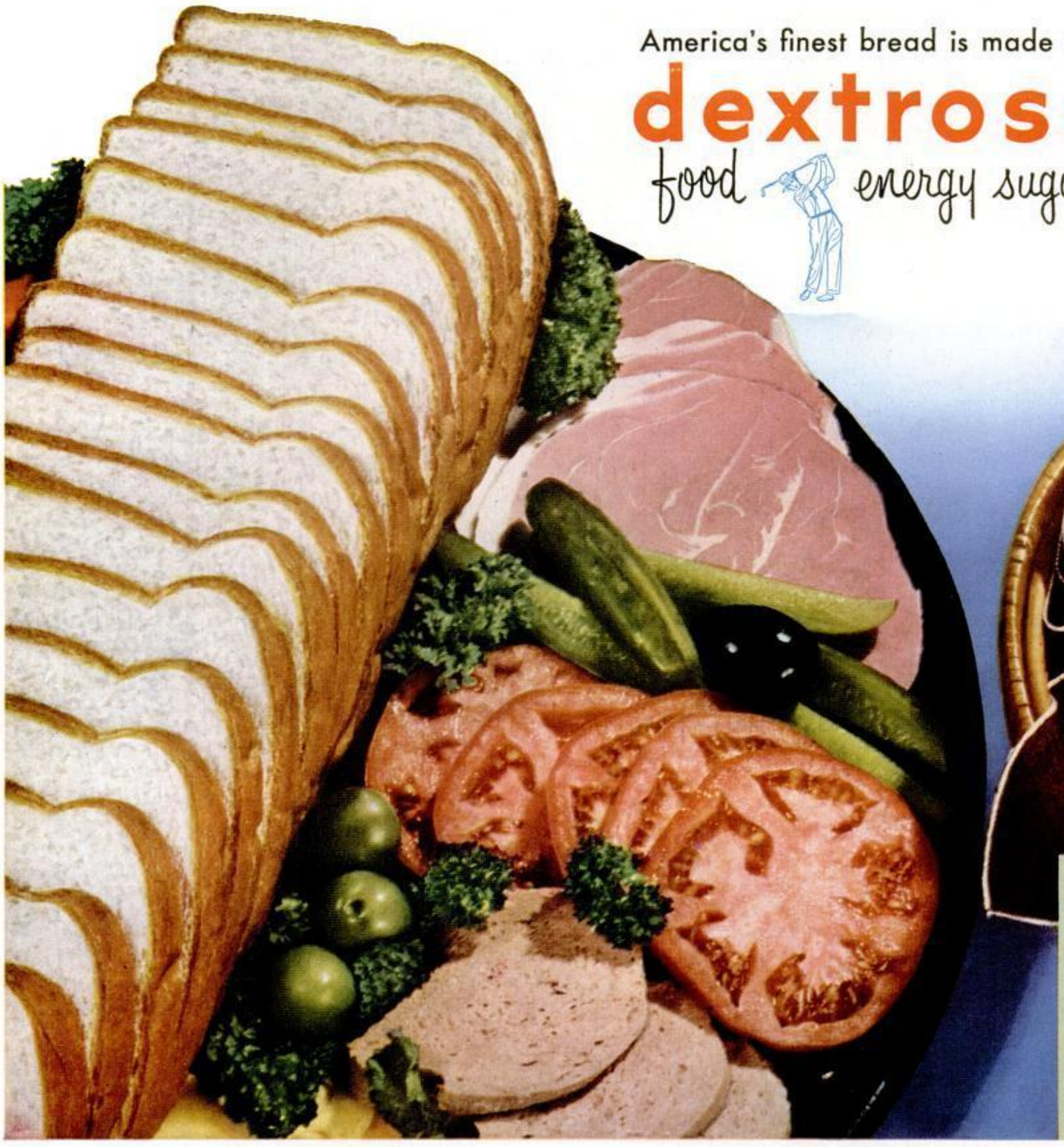
4. AND FRESHNESS, TOO—
Dextrose helps to retain the fresh, soft texture of fresh-baked bread. Bakers choose dextrose to make bread that stays moist, toasts golden-brown outside without drying inside... the final test of better bread.

America's finest bread is made with

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Since dextrose is made for industrial use only it cannot be bought in food stores. It is sold only to producers of fine foods and beverages, who use this great sugar to improve the quality of their products. As a natural sugar, dextrose is used directly by your body for energy. Under the trade name of Cerelose, dextrose is produced by Corn Products Refining Company.



HANDY PICK-UP SUPPER

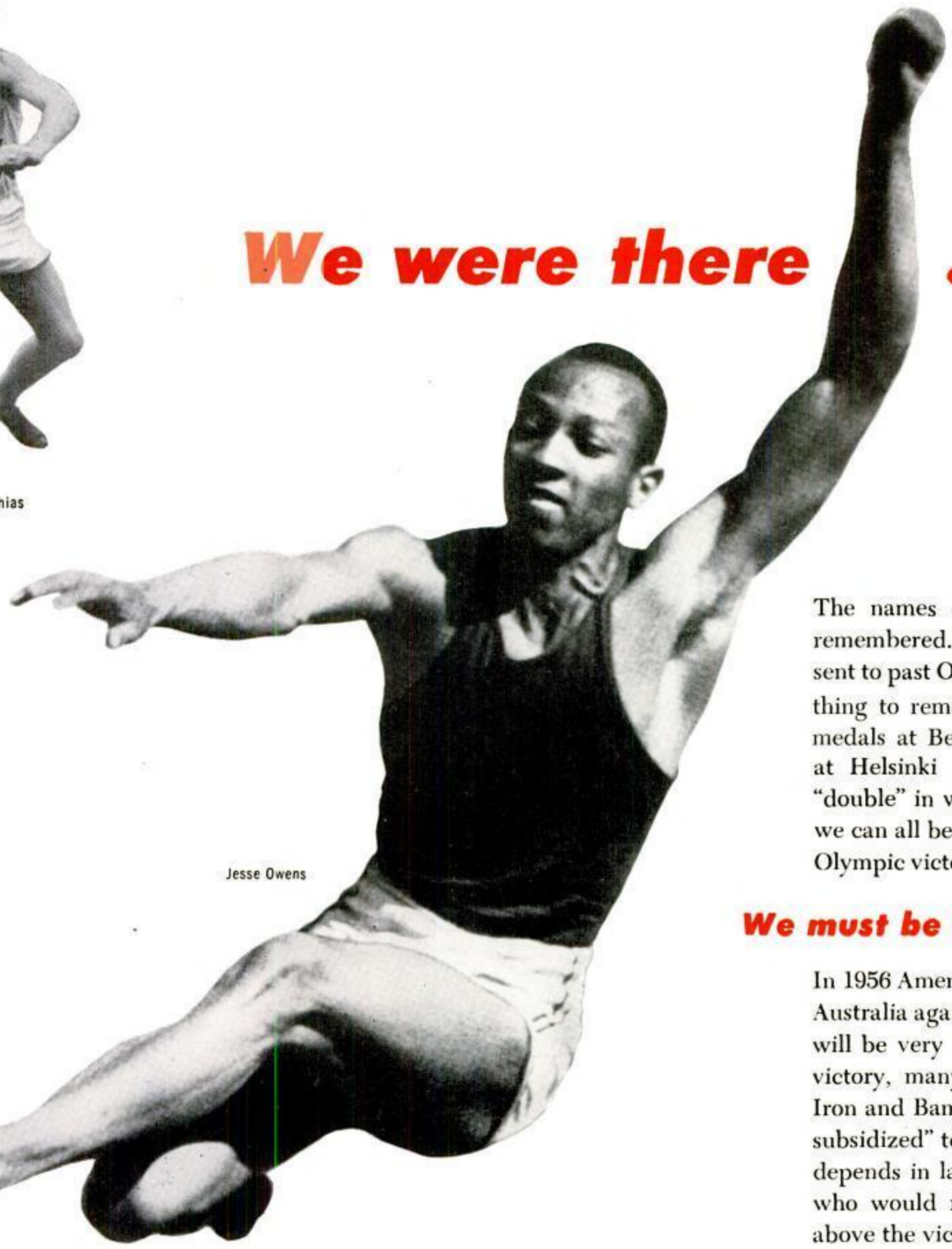
Let them build their own super-duper jumbo sandwich! Serve the "makings" on the porch, on the terrace...or out under the trees. Surround a loaf of sliced bread with piles of cold cuts, cheeses, spreads. Finish off the feast with the "hand-y" dessert, doughnuts and coffee. Fun, and so-o-o easy!

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Bob Mathias

We were there ...and won!



Jesse Owens

The names of America's Olympic greats are easily remembered. Because the men and women we have sent to past Olympic Games have always given us something to remember them by. Jesse Owens' four gold medals at Berlin . . . Bob Mathias' decathlon record at Helsinki . . . Andrea Mead Lawrence's historic "double" in women's skiing. In recalling past triumphs we can all be reminded of a simple fact about any U.S. Olympic victory; we won because *we were there*, and . . .

We must be there . . . To Win!

In 1956 America will again take the field in Melbourne, Australia against the world's best. Some of these nations will be very tough to beat. For in an effort to insure victory, many countries, especially those behind the Iron and Bamboo curtains, have entered "government-subsidized" teams. Whether these nations are defeated depends in large part upon you—and every American who would rather see the Stars and Stripes hoisted above the victor's stand. You can count on the men and women we send to Melbourne to perform brilliantly—*if they are there*. But it takes money to get them there. Which is why LIFE is joining with the Olympic Committee to urge you to . . .



Andrea Mead Lawrence

Support Your Olympic Team Fund!

Congress has authorized President Eisenhower to declare October 16th to be National Olympic Day. Bob Hope in his October 12th nation-wide telecast is giving his far reaching and effective support. Throughout the country, local civic groups, spearheaded by the Junior Chambers of Commerce—have actively begun to raise funds. Many are helping. But everybody *can* help. And you can do your share by mailing a contribution, large or small, to the Fund's Chicago headquarters, today.

LIFE, 9 Rockefeller Plaza, N.Y.C.

U. S. OLYMPIC TEAM FUND

540 North Michigan Avenue, Chicago 11, Illinois

Here's my contribution—made payable to United States Olympic Team Fund.

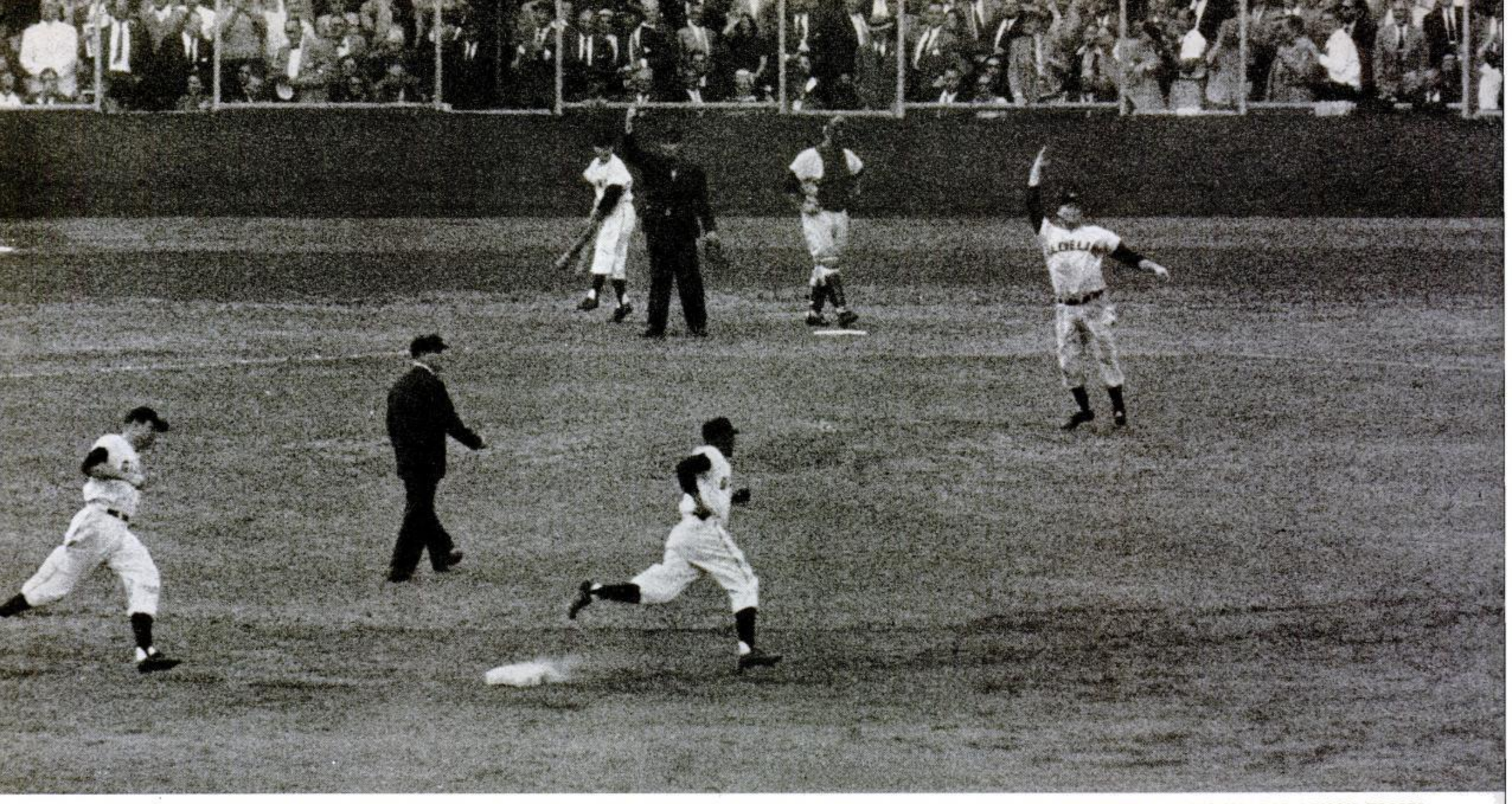
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WINNING FIRST GAME WITH HOME RUN, DUSTY RHODES (LEFT) FOLLOWS TEAMMATES THOMPSON AND MAYS (24) ON BASES AS PITCHER BOB LEMON TOSSES

THAT WILLIE THAT DUSTY THAT LEO THOSE GIANTS

An astonishing New York team beats Cleveland four straight in the World Series

After four days of World Series play the nation sat back hardly able to believe the big show was all over. The New York Giants had worked with devastating dispatch to beat the favored Cleveland Indians in four straight games. The outstanding performers were a fabulous fielder, a heroic pinch hitter, and a restless manager who seemed to have rare and mystic powers.

The fielder was Willie Mays, who saved the first game —and perhaps broke Cleveland's spirit—with one of the greatest of all World Series' catches (*below*, *right*). The pinch hitter was Dusty Rhodes, who dominated the series more than any individual player since Pepper Martin ran wild in 1931. An angular, happy-go-lucky fellow of 27, who does not field well enough to play full time, Dusty becomes a terror at bat. In the first game he was called by Manager Leo Durocher to pinch-hit in the 10th inning with the score tied and two men on base. He knocked the first pitch into the stands for a home run.

"I think I'm always gonna get a hit," Dusty explained, "but Leo Durocher can tell for sure." Next day with two men on in the fifth inning Manager Durocher got a message. Dusty was sent out and drove in the tying run with a well-placed single. In the third game the crowd felt as psychic as Leo. It knew Dusty would come through and he did—with a two-run single. In the fourth game, however, Dusty did nothing at all. The resourceful Giants—who as a team were even greater than the individuals—got off to a big early lead and kept it. So Dusty just sat on the bench.



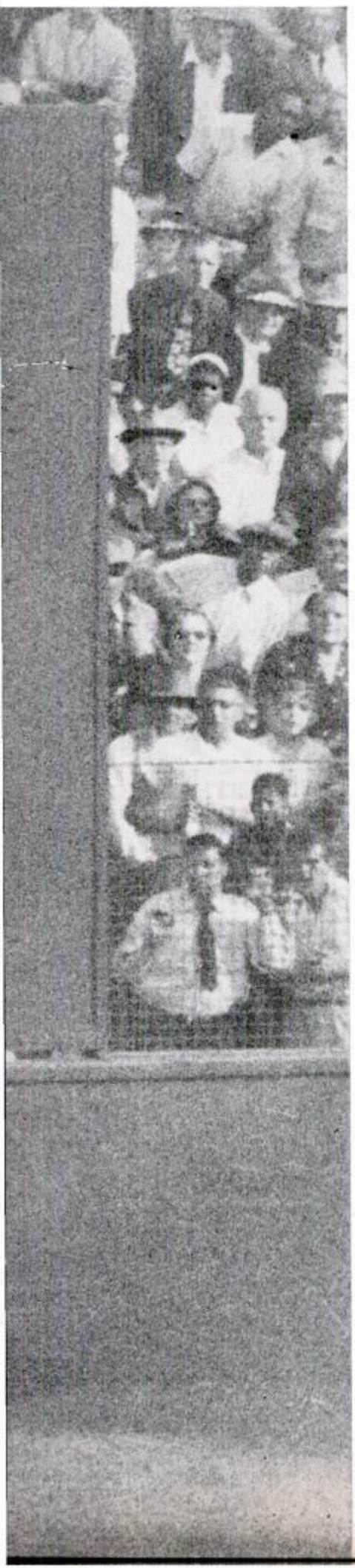
DARING DIVE by Henry Thompson in second game was typical of alert Giant defense. He stopped ball and threw out runner.

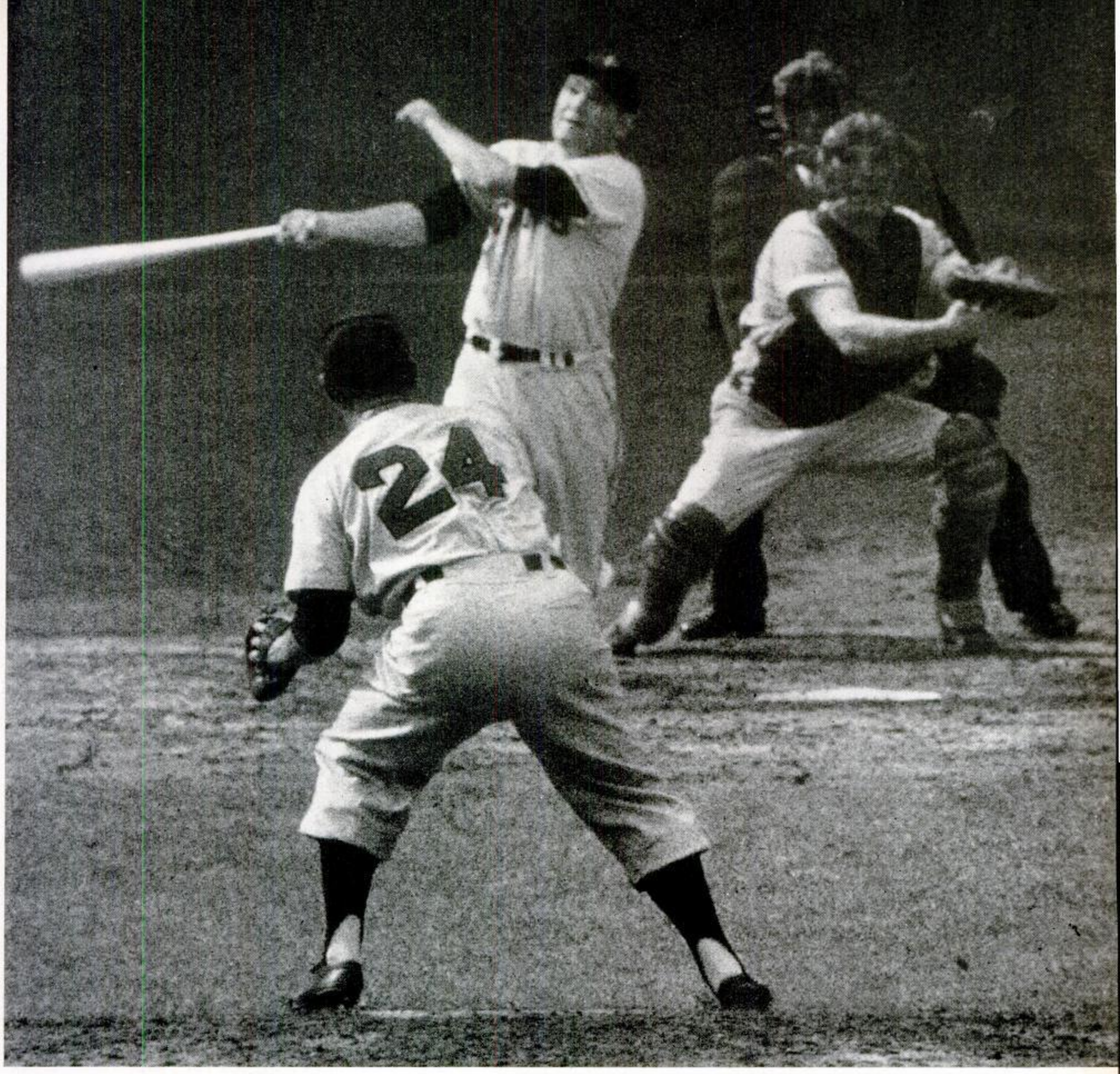


HISTORIC CATCH by Mays, made on run with back to home plate, robbed Wertz of extra base hit and Cleveland of two runs. →



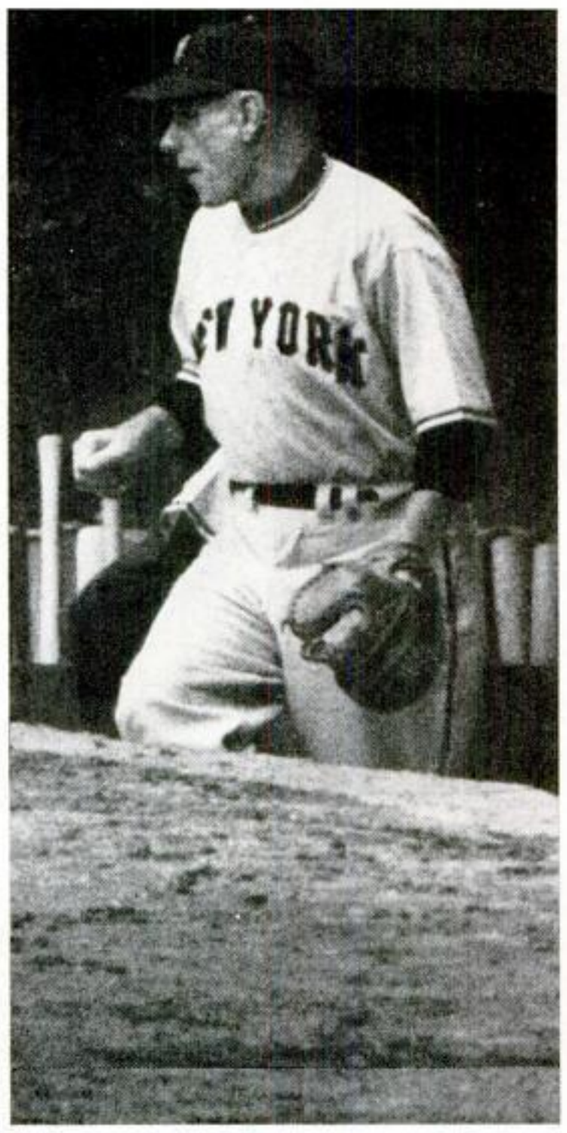
GLOVE UP IN AIR IN DISGUST

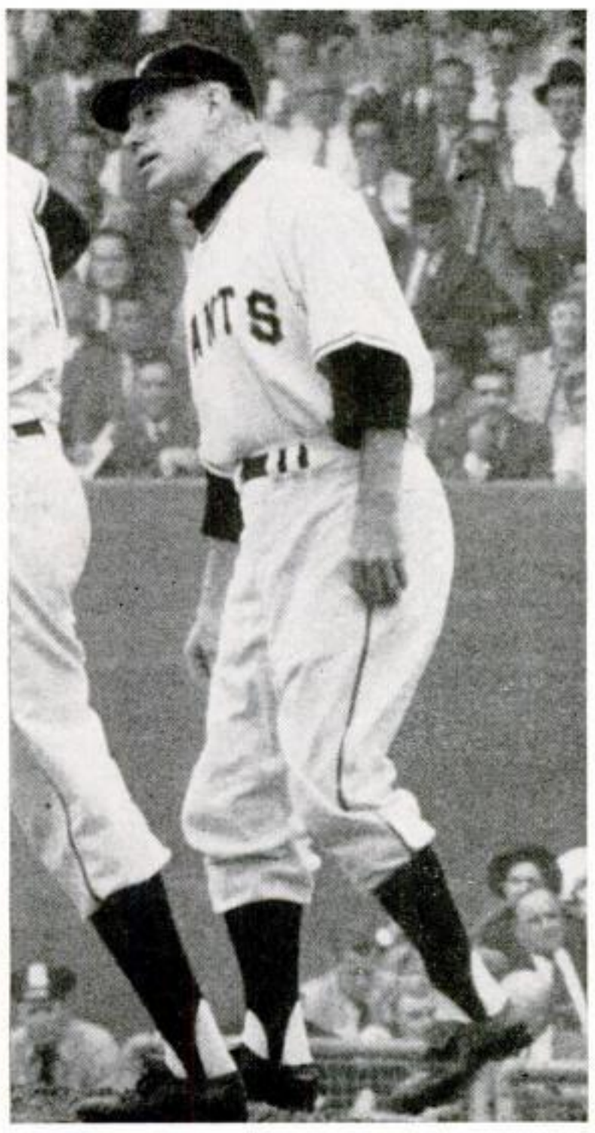




FEARSOME SIGHT for Indian pitchers was Dusty Rhodes's swing. Here pinch-hitting in second game he drives in the tying run with single off Pitcher Early Wynn (24). In six times at bat Dusty got four hits and drove in seven of the Giants' 21 runs.







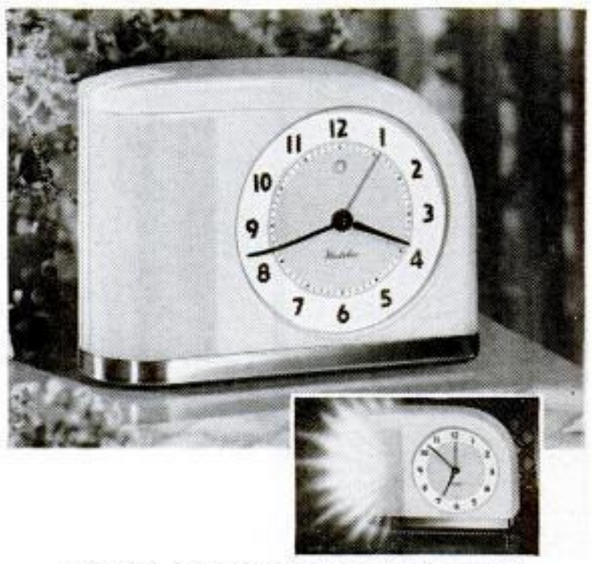
MASTERFUL MANAGER Leo Durocher, whose moves were uncannily right throughout series, shows telltale signs of strain as he holds his bald head (*left*), calms his pitcher on mound (*right*) and nervously wears catcher's mitt for pounding fist into.

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Unique

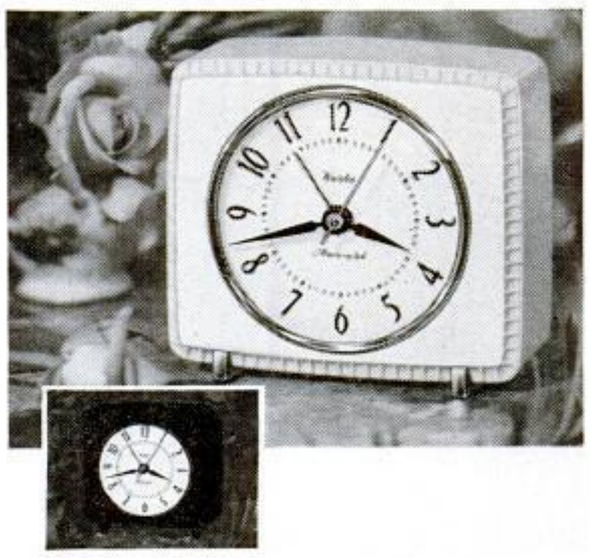
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Moonbeam's first call is *silent*—a blinking light which coaxes you into wakefulness without disturbing the rest of the household. If you fail to shut it off within a few minutes, the blinking light is joined by an audible alarm. A Westclox exclusive, Moonbeam is a real boon to the hard-of-hearing. Only $11.95. Luminous dial, a dollar more.



WESTCLOX GLO-LARM

Glows in the Dark

A hidden light glows *through* the dial, clearly outlining hands and numerals. You can read the time at a glance, but your sleep is not disturbed by its soft, comforting glow. Light adjusts to Dim, Bright—or Off. Bell alarm. Beige, aqua, green or ivory. The price? Only $8.95.

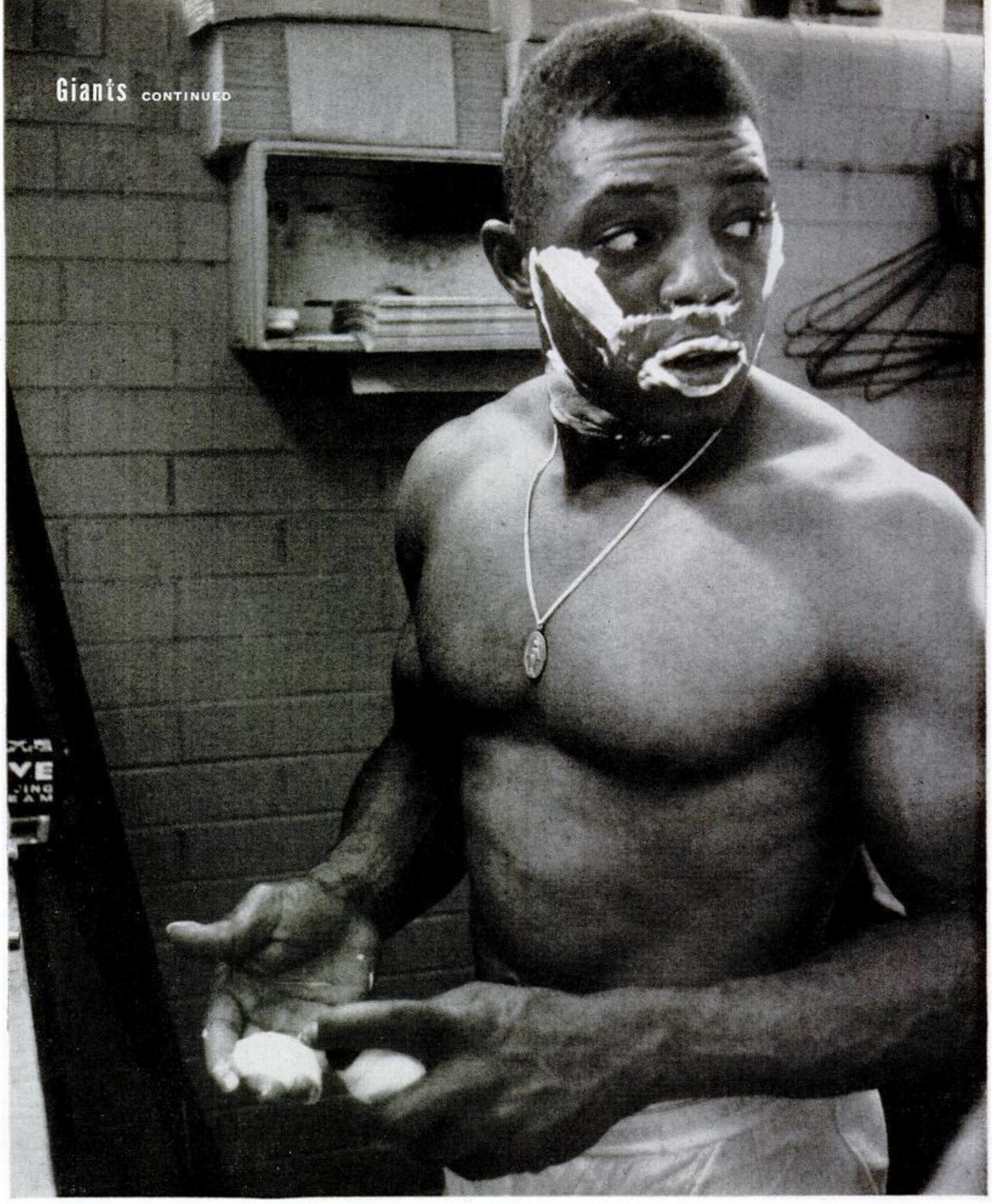
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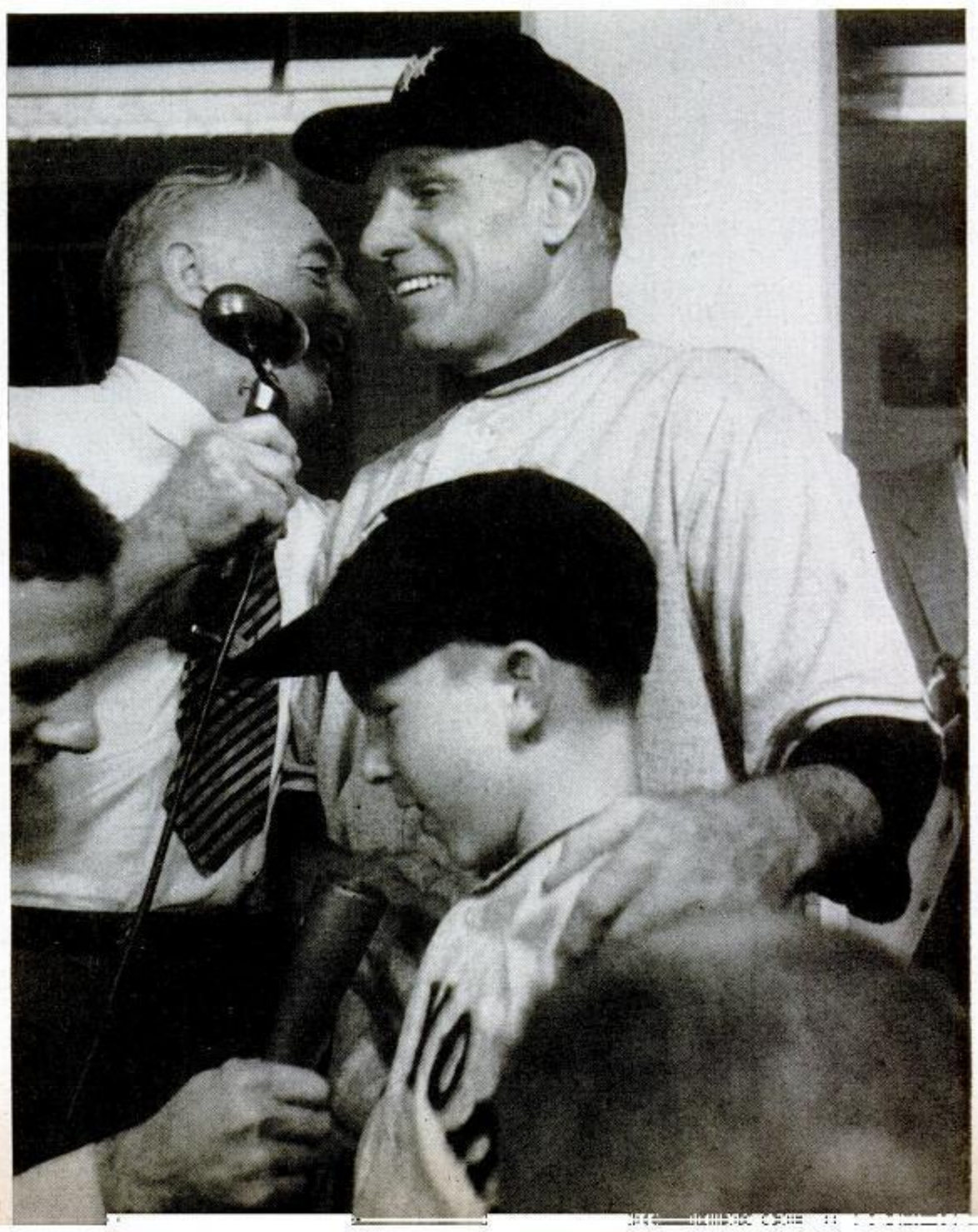
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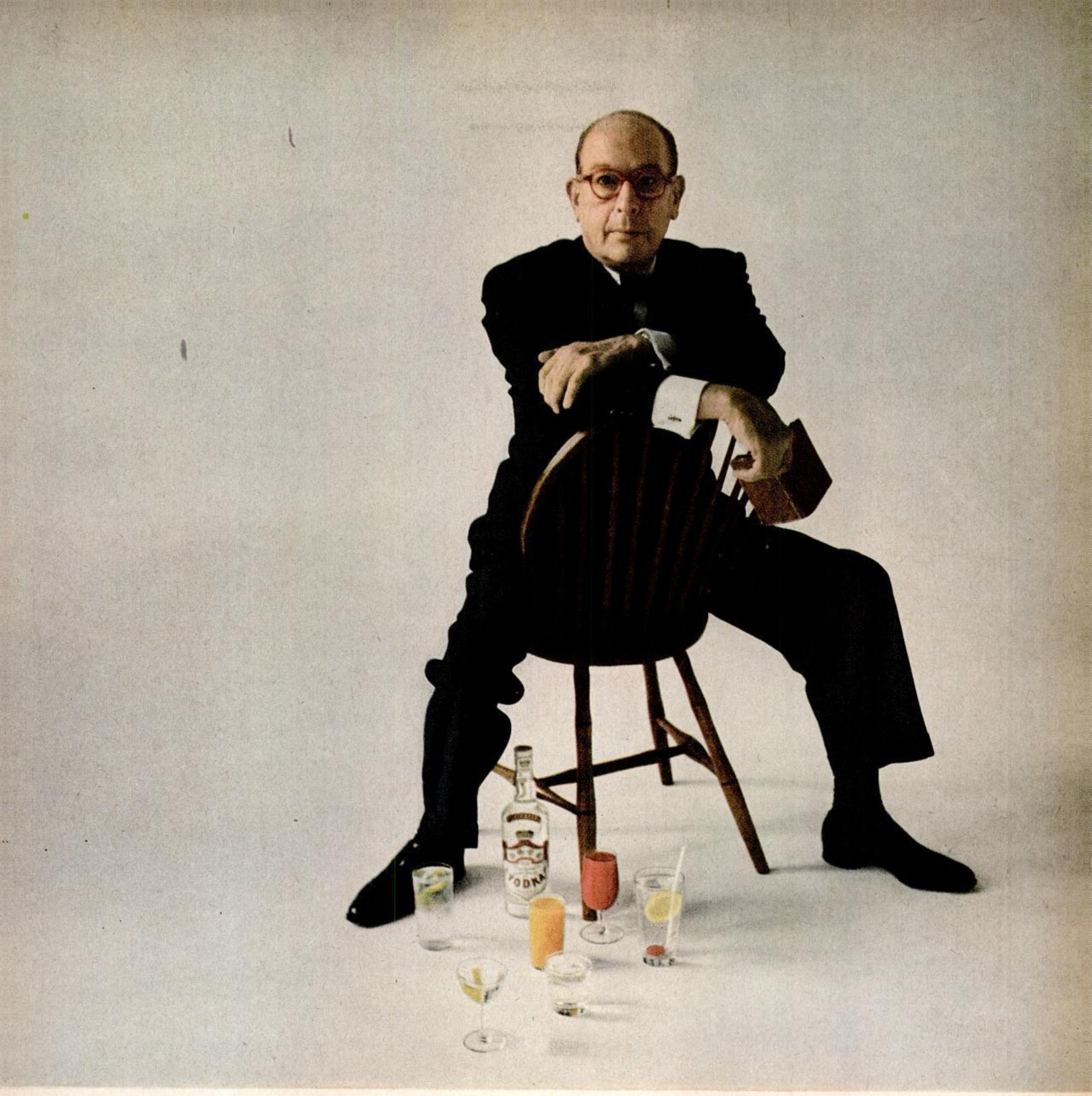




SHAVING after third game, in which he finally got his batting eye and made his first three hits of the series, a relaxed Willie Mays delighted his sponsor by appearing in a lather in Giants' locker room.

BROADCASTING in triumph, Leo Durocher and his 8-year-old son Chris speak simultaneously into mikes. Charitably Leo said of Indians, "They played good ball, but we got all of the breaks."

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"VODKA IS LIKE A WOMAN," observes Sir Cedric Hardwicke

"The better you know Smirnoff Vodka, the more you appreciate its infinite variety." *Smirnoff is full of surprises!* It makes the driest, most sophisticated of Martinis, yet blends perfectly with refreshing soft drinks and fruit juices! Nice to have around the house, *Smirnoff Vodka* is always amiable... ready, almost singlehandedly, to make "The Martini with the Marvelous Taste"... or a Collins that really lets you taste its fruit!

it leaves you breathless...

Smirnoff® THE GREATEST NAME IN VODKA

80 or 100 Proof. Made from 100% grain neutral spirits. Ste. Pierre Smirnoff Fls. Inc., Hartford, Conn.

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ROSEMARY CLOONEY SINGS TORCHY "LOVE, YOU DIDN'T DO RIGHT BY ME" ASSISTED BY MALE DANCERS



KAYE, VERA-ELLEN, CLOONEY AND CROSBY SING

BINGLE ALL THE WAY

Crosby and Kaye celebrate an early 'White Christmas'

For its major musical of the season, the $4 million *White Christmas*, Paramount has done just about everything short of casting John Wayne as Santa Claus and getting the Marx Brothers to play the reindeer. First they hired Tunesmith Irving Berlin to supplement his



WILDEST SPOT IN MINSTREL COMES WHEN VERA-ELLEN (LEFT CENTER) SHEDS KAYE, CROSBY AND HER SKIRT AND TAKES ON JOHN BRASCIA IN "ABRAHAM" DANCE

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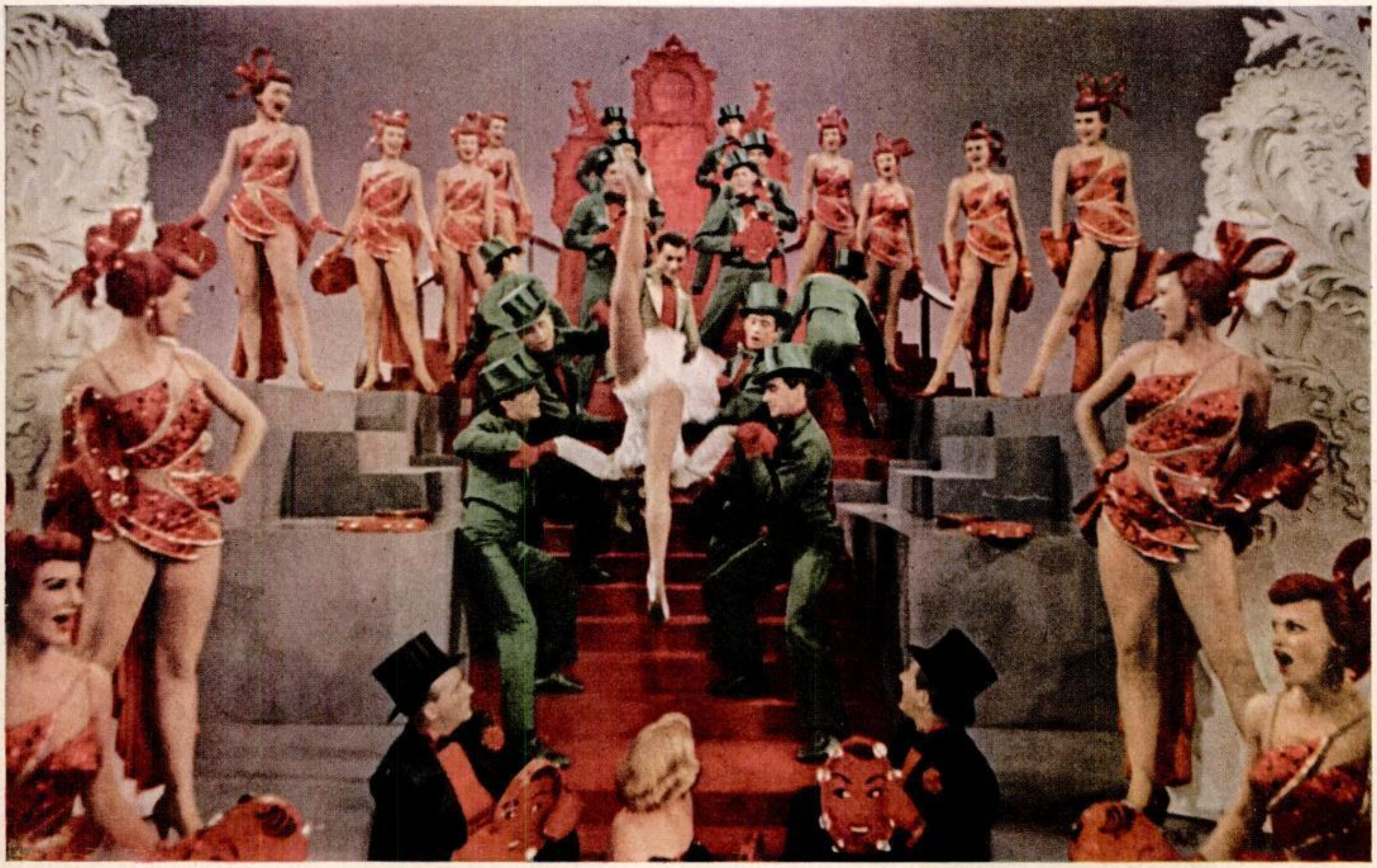


"I'M DREAMING OF A WHITE CHRISTMAS" FINALE



DANCER VERA-ELLEN JOINS DANNY KAYE AND BING CROSBY IN A LAVISH MINSTREL SHOW NUMBER

classic wartime title song with a batch of new numbers to bolster the simple, sentimental plot. Then they put a sure-fire quartet, Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen, in the starring roles. Further, the film is photographed in VistaVision, Paramount's new wide-screen process which can project an enormous image with remarkable clarity. The results are cumulatively impressive and should make successful light musical fare, featuring at least one new Berlin hit, *The Best Things Happen When You're Dancing*, and an engaging new torch song. Best dance numbers are a Danny Kaye spoof on modern choreography and a huge splashy minstrel show production number, three scenes of which are shown here. The dancing scenes alone should give Paramount its greenest Christmas in years.



PINWHEELED DOWN THE SET BY MALE DANCERS, VERA-ELLEN PREPARES TO LAND AMONG CROSBY, CLOONEY AND KAYE (BOTTOM, CENTER) IN MINSTREL WINDUP

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Libby's extra *tenderness* means extra *flavor*



The leaner* meats go into Libby's

*Richer in protein...Bigger in value

None picked fresher ...packed faster!

It's almost as though you'd picked 'em yourself in your own garden. Libby's are that sweet and tender.

Above, we've combined them in an antique silver dish, but either one is a garden treat by itself. Budget prices, too, so you'd better get several cans of each.

Libby, McNeill & Libby, Chicago 9, Illinois

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A LILTING DANCE on freight-loading platform along waterfront is done by Danny Kaye and Vera-Ellen to catchy tune of *The Best Things Happen.*



A BANG-UP FINALE finds the all-star quartet popping heads up from behind dummies to sing new Berlin tune, *Gee, I Wish I Was Back in the Army.*

Michelangelo said it

"Trifles make perfection . . . and perfection is no trifle." Michelangelo said it; as watchmakers, we agree. A difference of 1/10,000 of an inch may seem trifling—but such differences must be carefully measured to make sure every Hamilton watch is accurate and dependable. A sterling silver dial isn't essential . . . it's just the *best* kind, which is why every Hamilton has one. Trifles? Hundreds of such "trifles" make Hamilton America's finest watch.

It means so much more to give—or get—a Hamilton

K-502, $72.50. KAREN, $100. Prices include Federal tax.



Write for free color folder of 1954 Christmas styles to Dept. L-33, Hamilton Watch Co., Lancaster, Pa. ©HWC.

AT THESE LOW RATES You Can Afford:

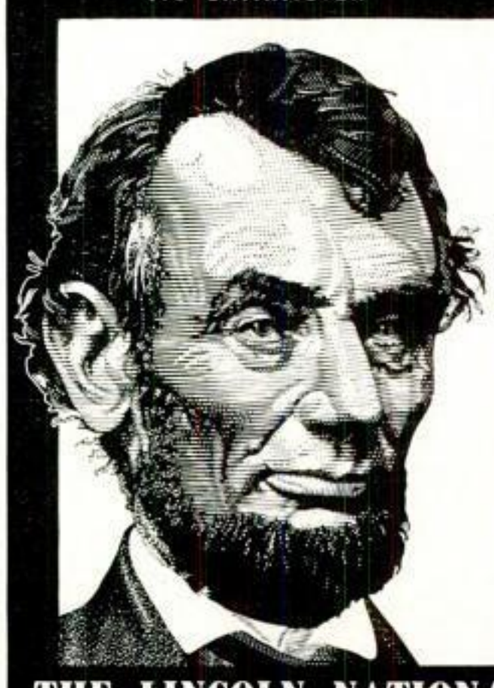
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LIFE INSURANCE!

Give Your Family All The Protection You Can Afford! Lift Your Sights To Fit Your Insurance *Needs!*

Age	Monthly Rate Per $1,000
20	$.88
25	.97
30	1.13
35	1.30
40	1.58
45	1.96
50	2.47

Rates quoted apply to standard risks.

ITS NAME INDICATES ITS CHARACTER



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Please send me full details about your Low Cost Plan, which provides ample protection at low cost.

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THE LINCOLN NATIONAL LIFE INSURANCE COMPANY
FORT WAYNE 1, INDIANA

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Get Two for the price of One plus a Penny

REXALL 1¢



REXALL RUBBING ALCOHOL COMPOUND

Relieves minor muscular aches, pains, soreness. Finest quality.

Pint, 69¢ **2 FOR 70¢**



REXALL ASPIRIN

No finer, faster-acting aspirin made. 100, 5-grain.

Reg. 54¢ **2 FOR 55¢**



REXALL AEROSOL READY SHAVE

Billows of instant lather at a touch of the Aerosol top. 10 oz.

Reg. $1.25 **2 FOR $1.26**



REXALL Mi-31 ANTISEPTIC

Mouthwash, gargle, breath deodorant. Refreshing, effective.

***Pint* Reg. 79¢** **2 FOR 80¢**



REXALL PANOVITE MULTI-VITAMINS

1 capsule a day provides 2½ times your minimum requirement of vitamins B_1 and D, 1¼ times the vitamins A and B_2, plus 1⅔ times minimum requirement of vitamin C; plus B_6, niacinamide and calcium pantothenate.

Bottle of 100, Reg. $3.10 **2 FOR $3.11**



CHRISTMAS CARDS

Cascade—20 assorted cards **Reg. 60¢** **2 FOR 61¢**

DeLuxe—20 exquisite cards **Reg. $1.00** **2 FOR $1.01**



INDELO LIPSTICKS

6 shades and exciting new Magic Red (the color adapts to your lips).

Reg. $1.00 **2 FOR $1.01**

SUPER SPECIAL MONEY SAVERS

36 Extra Bonus Values · Not 1¢ Sale Merchandise



2 Boxes of 300 39¢

MEDFORD FACIAL TISSUES

Soft yet strong. Stock up now at this low price and save.



REXALL MINERAL OIL

Gentle laxative action. Non-fattening. Quart, $1.25 value,..... 2 for $1.26

Pint, 85¢ Value **2 FOR 86¢**



REXALL pH7 TOOTHPASTE

With anti-enzyme factor. Neither acid nor alkaline.

$1.41 Value **3 Giant Tubes 89¢**



NYLON HOSIERY

51 gauge, 15 denier. Finest quality. Lovely Fall shades.

$1.29 Value per pair **2 pairs $1.51**



FILLER PAPER

Cascade, 180 sheets, wide or narrow ruled; 5-hole punch—fits 2- or 3-ring binder.

50¢ Value **2 Packs 79¢**



REXALL PLASTIC QUIK-BANDS

59¢ Value Only 41¢

Flexible adhesive bandages. Plain or mercurochrome. Big family-box of 47.

- ☐ **Milk of Magnesia Tablets,** for relief of acid upset stomach. 36's.....2 tins, 29¢
- ☐ **Epsom Salt,** pound, 45¢ value, 2 for 46¢
- ☐ **Cannon Turkish Towel,** 20x40", 2 for 75¢
- ☐ **Cannon Wash Cloth,** 12" square, 2 for 28¢
- ☐ **Defender Latex Folding Fountain Syringe,** 2 qt. capacity. $2.25 value, only $1.39
- ☐ **Dental Floss,** 100-yd. vial.....2 for 76¢
- ☐ **Zinc Oxide Ointment, 2,** 1-oz. tubes, 30¢
- ☐ **Boric Acid Ointment, 2,** 1-oz. tubes, 32¢
- ☐ **Camphorated Oil...2,** 4-oz. bottles, 60¢
- ☐ **B-Complex Capsules,** 100's, 2 for $2.60
- ☐ **"Bag O' Pops,"** bag of 30.....2 for 49¢
- ☐ **Lucky Mix** hard & soft-center candies, or **Sour Balls,** liquid-filled.....2 bags 55¢
- ☐ **Peanut Butter Kits,** 60 caramels in cellophane bag.....2 bags, only 45¢
- ☐ **"Mint Breeze"** candies, 4½-oz., 2 for 43¢
- ☐ **Tiny Tot Baby Oil,** 6 oz., or Lotion, 6 oz., or Cream, 2 oz. 2 for 58¢
- ☐ **Moth Fume Crystals,** pound, 2 for 80¢
- ☐ **Air Refresher,** 5-oz. Aerosol, 2 for $1.29
- ☐ **Nail Polish Remover, "8480,"** 4-ounce bottle, a real saving at.....2 for 40¢
- ☐ **Aga-Rex** mineral oil laxative, with or without Phenolphthalein. Pt..2 for $1.11
- ☐ **Rex-Seltzer,** 25 tablets.....2 bottles 59¢
- ☐ **Scout Flashlight Battery**.....2 for 16¢
- ☐ **Icicles,** 60 lead foil strands..2 boxes 13¢
- ☐ **$50,000 Chocolate Syrup,** for tasty treats at home. 7 ounces.....2 for 29¢
- ☐ **Men's Irish Linen Handkerchief,** white, 18" x 18". Stock up now at.....2 for 51¢



HOMEMAID CHOCOLATES

Milk or dark. Nuts, creams, chews, nougats. Delicious!

2 Lb. Box, $1.89 Value **Only $1.39**



CHRISTMAS TREE LIGHTS, U. L. approved.

Multiple 7-light set, independent-burning lamps; or set of 8 Bubble Lites.

Multiple Lights $2.35 Value $1.69

Bubble Lites $2.75 Value $1.79



CLIFTON FEVER THERMOMETERS

Oral or rectal. Sturdy, accurate, easy to read.

$1.35 Value Only 67¢



15" PLUSH CUDDLE BEAR

Soft, loveable. Brown and honey colored.

$2.98 Value $1.87



$2.50 Value 98¢

HANDMADE-WEAVE WRITING PAPER

Hinged cabinet with 60 white sheets, 48 envelopes. Ideal gift!



3¼-oz. Tube 60¢ Value

2 Tubes, 61¢

REXALL AMMONIATED TOOTHPASTE

Helps prevent tooth decay by discouraging acid formation.

Rexall Drug Products are Guaranteed to Give Satisfaction or Your Money Back

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at REXALL Drug Stores in the United States and Canada

SALE

SALE DAYS

Wednesday . . Oct. 13
Thursday . . . Oct. 14
Friday Oct. 15
Saturday . . . Oct. 16

Use this ad as your shopping list. Check the squares and order in advance if you wish. Your Rexall Druggist will gladly lay away your order, to be picked up any time during the sale.



REXALL PLASTIC ADHESIVE TAPE

The new plastic tape that needs no cutter. Waterproof, flesh color, dirt-resistant, flexible. Famous Pro-Cap formula (less irritating than ordinary adhesive tape). ½" by 5 yards.

Reg. 29¢ 2 FOR 30¢



REXILLANA COUGH SYRUP

Soothes coughs due to colds. Safe, pleasant, effective. 4-ounce bottle.

Reg. 59¢ 2 FOR 60¢



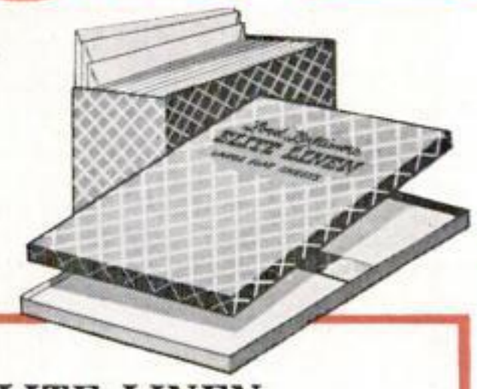
MONACET APC TABLETS

Help relieve headaches, muscular aches and pains, discomforts of colds.

Bottle of 100, Reg. 79¢

2 FOR 80¢

Bottle of 25, reg. 33¢.....**2 for 34¢**



ELITE LINEN POUND PAPER

Fifty white sheets **Reg. 85¢** **2 FOR 86¢**

Matching envelopes **Reg. 85¢** **2 FOR 86¢**



LAVENDER or ADRIENNE BATH POWDER

Fine-textured; delightful fragrance **Reg. $1.50** **2 FOR $1.51**



LAVENDER MENTHOLATED SHAVE CREAM

3¼ oz. Brushless or 3½ oz. Lather

Reg. 59¢ Tube 2 FOR 60¢



VICTORIA 2-HEAT HOT WATER BOTTLE

Reg. $2.89

Finned surface on one side gives you a choice of 2 different temperatures. 2 quart capacity. **2 FOR $2.90**



KLENZO ANTISEPTIC

Pint, **Reg. 79¢**

Ruby-red antiseptic mouthwash, gargle and breath sweetener. **2 FOR 80¢**

STOCK UP AND SAVE ON THESE FAMILY REMEDIES



☐ **Alco-Rex Rubbing Alcohol** helps relieve minor muscular aches and pains. A cooling, invigorating body rub that works fast. Pint, 49¢..**2 for 50¢**

☐ **Rexall Antacid Gas Tablets** neutralize excess stomach acidity, ease gastric distress, flatulence. Bottle of 40, 39¢, **2 for 40¢**

☐ **Rexall Aspirex Cough Drops** with aspirin. Quick relief. Box, 15¢..**2 for 16¢**



☐ **Rexall Eyelo** eye lotion. Soothes, cools and cleanses. Reduces irritation caused by wind, dust, and bright sun. With eye cup. ½ pt., 69¢, **2 for 70¢**

☐ **Rexall Cherry Bark Cough Syrup.** ½ pint, reg. 89¢, now.....**2 for 90¢**

☐ **Rexall Cold Tablets.** Relieve symptoms, discomfort. Bottle of 30, 39¢....**2 for 40¢**



☐ **Fungi-Rex** Greaseless ointment for Athlete's Foot. Gives fast, soothing relief from itching and discomfort. 1½-oz. tube, reg. 75¢.....**2 for 76¢**

☐ **Rexall Corn Solvent.** Painless corn remover. ½ oz., reg. 35¢, now.....**2 for 36¢**

☐ **Rexall Little Pills.** Gentle laxative. Bottle of 100, regularly 45¢.....**2 for 46¢**



☐ **Rexall Petrofol** mineral oil laxative. Gentle, highly refined, tasteless, odorless, non-habit forming, relieves constipation quickly. Pint, 59¢.....**2 for 60¢**

☐ **Rexall Analgesic Liquid,** quick-acting liniment. 1½ oz., reg. 69¢.....**2 for 70¢**

☐ **Rex-Rub** helps relieve muscular aches and pains. Stimulating, greaseless solution. 6-oz. bottle, 89¢.....**2 for 90¢**

☐ **Rex-Salvine** for burns. Antiseptic salve quickly soothes minor burns, scalds. 1½-oz. tube, 57¢.....**2 for 58¢**

☐ **Rexall Antihistamine** tablets for colds. Give prompt symptomatic relief from the discomfort of common colds. Bottle of 15 tablets, regularly sells for 49¢, now 2 bottles for only.....**50¢**

☐ **Mucilloid Bulk Laxative Powder.** Gentle, effective, non-irritating. Provides both bulk and lubrication for relief of temporary constipation. Pound, $2.79, now..**2 for $2.80**



☐ **Rexall Celurex.** Gentle laxative provides gentle stimulation plus lubricating bulk. 65 tablets, reg. 89¢, **2 for 90¢**; 130 tablets, reg. $1.69...**2 for $1.70**

☐ **Rexall Mercurochrome,** ½-ounce bottle, regularly 25¢, now.....**2 for 26¢**

☐ **Rexall Foot Powder** relieves smarting feet, absorbs perspiration, reduces friction and irritation. 4 oz., reg. 39¢....**2 for 40¢**

☐ **Mi-31 Throat Tablets with Hexylresorcinol** relieve coughs due to colds. Pleasant tasting. 24, regularly 25¢.....**2 for 26¢**

☐ **Rexall Eye Drops.** Soothing, cleansing lotion for irritated eyes. 1 oz., 39¢, **2 for 40¢**

☐ **Rexall Lip Aid Salve.** Soothes, helps prevent chapping. ¼-oz. tube, reg. 39¢, **2 for 40¢**

☐ **Rexall Tincture Green Soap.** Liniment of soft soap. ½ pt., reg. 69¢....**2 for 70¢**



☐ **Sweet'n-ets Sprinkle** sugar substitute. All of the taste, none of the calories. Equivalent 200 teaspoons sugar in 2½-oz. shaker. reg. 98¢.....**2 for 99¢**

☐ **Rexall Sedets** relieve cramps and headaches of functional menstrual pain. Sedative and antispasmodic. 12's, 25¢, **2 for 26¢**

☐ **Rexall Quick-Acting Plaster** relieves muscular aches and pains resulting from over-exertion. 11" x 7". Reg. 59¢, **2 for 60¢**



☐ **Rexall Mouthwash with Chlorophyll.** Pleasant mint flavor. Effective breath-sweetener, gargle. Efficient foaming action. Pint, 79¢.....**2 for 80¢**

☐ **Gypsy Cream** for minor skin irritations. Cooling lotion gives almost immediate relief from the discomforts of sunburn or other minor skin irritations like chafing, poison ivy and oak. ½ pt., 69¢.....**2 for 70¢**



Turn the page for more

1¢ SALE *Bargains*

YOUR Rexall DRUG STORE

You Can Depend on Any Drug Product that Bears the Name Rexall

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STATIONERY SAVINGS



☐ **1. Lord Baltimore Airmail Tablet.** 44 sheets quality cockle finish onion skin paper. Reg. 25¢.....**2 for 26¢**

☐ **2. Commercial Envelopes.** White, standard size. Regular 10¢ pack.....**2 for 11¢**

☐ **Park Lane.** 24 large, distinctive white sheets with 2-color design; 12 plain white sheets; 24 env. $1.50 box.....**2 for $1.51**

☐ **Cascade Lead Pencils,** medium. 5¢ values, a real buy at.....**2 for 6¢**

☐ **Imperial Deckle.** 36 gold-bordered white sheets, 24 envelopes, $1.00, **2 for $1.01**

☐ **Town & Country.** 36 ivory vellum sheets; 24 lined env. Reg. $1.00.....**2 for $1.01**

☐ **White Vellum Notes.** 20 folded all-occasion notes, envelopes. Reg. 75¢..**2 for 76¢**

☐ **Speedlines Air Mail.** 80 white sheets; 30 env. & stickers. $1.00 box...**2 for $1.01**

☐ **Retractable Ball Pen.** Asstd. colors; uses BB refill. Reg. $1.29.....**2 for $1.30**

☐ **Fountain Pen, Lord Baltimore.** Gold colored trim; 14K gold-plated, stainless steel point. Reg. $1.00.....**2 for $1.01**

☐ **Poker and Pinochle Cards, Lord Baltimore.** Single decks. 95¢.....**2 for 96¢**

☐ **3. Bridge Cards, Lord Baltimore.** Single deck; choice of designed backs; long-lasting. Reg. 95¢.....**2 for 96¢**

☐ **4. Duchess.** 24 gray vellum, hand bordered sheets, 24 env. Reg. $1.00....**2 for $1.01**

☐ **Blue Chiffon.** Exquisite sheer paper, blue fabric finish. 24 printed, embossed sheets, 24 plain; 24 envelopes with white paper lining. Reg. $1.50 box.....**2 for $1.51**

☐ **Royalton Writing Paper.** Distinctive white paper with faint watermark. 24 sheets, 20 env. 85¢ box.....**2 for 86¢**

☐ **Nottingham.** 36 new pastel green vellum sheets; 30 env. Reg. $1.00....**2 for $1.01**

☐ **Watercolor Notes.** Lovely full-color floral designs. 16 French-fold notes with envelopes. Reg. $1.00 box.....**2 for $1.01**

☐ **'Tween You-N-Me Notes.** Sophisticated "studio style" double-folded notes with brush drawing prints; 15 notes; envelopes. Reg. 60¢ box.....**2 for 61¢**

☐ **Many Thanks.** 10 copper-engraved notes and envelopes. 50¢ box.....**2 for 51¢**

☐ **Elite Linen Envelopes.** Matching ink tablet; cellophane pack, 25¢....**2 for 26¢**

MENS TOILETRIES AND SHAVING AIDS



☐ **Klenzo Lather Brush.** Fine bristle mixture blended throughout. Cased with pure badger. Set in rubber to stay. Ivory catalin handle. Reg. $2.50, now...**2 for $2.51**

☐ **Permedge Razor Blades.** 5 double or single edge, **2**—15¢ pkgs. **16¢**; 20 double or 18 single edge, **2**—49¢ pkgs.**50¢**

☐ **Lavender After-Shave Lotion.** Pleasant, brisk fragrance, 4 oz., reg. $1..**2 for $1.01**

☐ **Rexall After-Shave Lotion.** 6-ounce bottle, regularly 59¢.....**2 for 60¢**

☐ **Rexall Bay Rum.** Bracing after-shave lotion. Pint, reg. 59¢.....**2 for 60¢**

☐ **Rexall Shave Cream.** 2¾-oz. regular or 2½-oz. brushless. Reg. 43¢.....**2 for 44¢**

☐ **Lavender After-Shave Talc,** 3⅛ ounces, reg. 50¢.....**2 for 51¢**

☐ **Rexall Styptic Pencil,** reg. 15¢, **2 for 16¢**



☐ **Lavender Aerated Shaving Creams.** Whisker-wilting regular or mentholated cream in convenient push-button Aerosol cans. 10 oz., regularly $1.25...**2 for $1.26**

☐ **Pocket Comb and File** in neat leather case. Reg. 29¢.....**2 for 30¢**

☐ **"8480" Nail Clipper.** New, fine-quality forged steel. 49¢.....**2 for 50¢**

☐ **Military Brush.** Nylon bristles in black plastic back. $2.00.....**2 for $2.01**

☐ **Lavender Hair Tonic.** Checks loose dandruff. 6 oz., $1.00.....**2 for $1.01**

☐ **Lavender Cream Hair Tonic** with Lanolin. Non-alcoholic, so won't dry out hair. 6 oz., regularly $1.00.....**2 for $1.01**

☐ **Lavender Hair Dressing.** Four-ounce, regularly 75¢, now.....**2 for 76¢**

☐ **Lavender Hair Oil.** 6 oz., $1, **2 for $1.01**

Get Twice as Much **1¢** *for One Penny More*

REXALL 1¢ SALE

at Rexall Drug Stores in United States & Canada

BUYS FOR BABIES



☐ **Rexall Stork Nurser.** 8-oz. bottle; nipple and cap complete. Reg. 35¢....**2 for 36¢**

☐ **Rexall Cotton Balls.** 65 sterilized, absorbent balls. Reg. 35¢.....**2 for 36¢**

☐ **Nylon Bottle Brush.** Reg. 25¢..**2 for 26¢**

☐ **Baby Rattles.** Plastic rattles in assorted styles and colors. Reg. 25¢ ea...**2 for 26¢**

☐ **Hall's Borated Talcum Powder.** Blend of finest talc. 1 lb. reg. 75¢.....**2 for 76¢**

☐ **Nursery Castile Soap,** pure, mild, non-irritating; 3-oz. cake, reg. 19¢...**2 for 20¢**

☐ **Baby Cough Syrup,** 3 oz., 39¢..**2 for 40¢**

☐ **Rexall Aspirin, Tiny Tot.** 100 half-grain tablets. Reg. 35¢.....**2 for 36¢**

☐ **Rexall Polymulsion.** High potency vitamins A, C, D, B_1, B_2; pleasantly flavored liquid. Pint, reg. $3.59.....**2 for $3.60**

HOUSEHOLD HELPS



☐ **Rexall No. 6 Pine Oil Disinfectant** deodorizes, cleans, disinfects—all at once. Economical (use one gallon water to 4 tablespoons disinfectant). Non-corrosive, non-caustic when used as directed. Pint bottle, reg. $1.19.....**2 for $1.20**

☐ **Klenzo Cellulite Sponge,** extra rugged for scrubbing, dishes, etc. Choice of 4 smart colors. Reg. 35¢ each. Two sponges (packed together in 1 pliofilm bag)...**36¢**

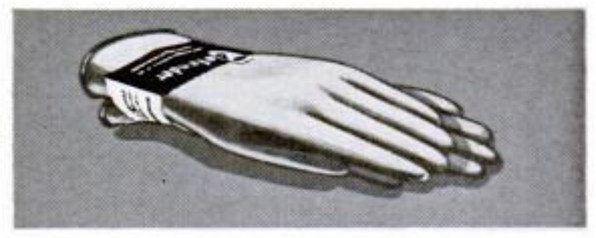
☐ **Extension Cords** with cube taps. 3 styles, 2 prices: 2 for 60¢.....**2 for 80¢**

☐ **Elkays Wickstyle Deodorant** sweetens air in any room. 6 oz., reg. 59¢..**2 for 60¢**

☐ **Monreale Olive Oil,** finest quality, imported—for cooking, dressings, etc. 12-oz. bottle, reg. $1.19.....**2 for $1.20**



☐ **Rexall Quik-Swabs.** Cotton-tipped applicators ideal for dozens of nursery needs and general household use. 100 in package. Reg. 35¢.....**2 for 36¢**



☐ **Defender Household Gloves.** Red rubber. Curved fingers for comfort; roughened surface for better grip. Small, medium or large. Reg. 79¢.....**2 for 80¢**

Saccharin Tablets, 100's: ¼ gr., **2 for 36¢**; ½ gr., **2 for 46¢**. 1000's: ¼ gr., **2 for $1.09**; ½ gr., **2 for $1.27**; 1 gr., **2 for** **$1.50**

Aspirin for Children, Orange-flavored, pleasant-tasting to children. 50 one-grain tablets, regularly 35¢, now...**2** bottles for just **36¢**

Glycerin Suppositories, Quickly relieve constipation. Sizes for adults and children. Box of 12, regularly 43¢, now**2 for** **44¢**

BEAUTY BUYS—Stock Up Now and Save!



☐ **Langlois Lavender Cologne Stick.** Distinctive fragrance. In handy, no-waste stick, 2½ oz. Reg. $1.25.....**2 for $1.26**

☐ **Adrienne "Spicy Floral" Cologne Stick.** New, refreshing scent. Handy purse-size container. Reg. $1.25....**2 for $1.26**

☐ **Garden Spice Cologne Stick.** Garden fresh; subtle spicy fragrance. 2½ oz. Regularly $1.25, a buy at.....**2 for $1.26**

☐ **Adrienne Colognes.** Choice of 3 fragrances—floral, woodsy or exotic. Regularly $1.25 bottle.....**2 for $1.26**

☐ **Adrienne Perfumed Bubble Bath.** Box of 20 packets—4 each of 5 lovely fragrances. Softens water. Reg. 75¢ box....**2 for 76¢**

☐ **Adrienne Floral Foam Cologne,** Aerosol. Lingering, flower-fresh fragrance. 5 oz., reg. $2.50.....**2 for $2.51**

☐ **Adrienne Dry Skin Soap** with Lanolin. Exceptionally mild soap. Box of 4 cakes, reg. $1.39.....**2 for $1.40**

☐ **Adrienne Rose Geranium Soap** with Lanolin. Box of 4, reg. $1.39..**2 for $1.40**

☐ **Adrienne De Luxe Velour Powder Puff.** Large 3" size, reg. 15¢....**2 for 16¢**



☐ **Dainty Deodorant Cream.** Odorless deodorant and anti-perspirant. Won't stain. 1⅛-oz. jar, reg. 49¢.....**2 for 50¢**

☐ **Dainty Mist Deodorant.** Plastic squeeze bottle, 1½ oz., reg. 75¢.....**2 for 76¢**

☐ **Dainty Deodorant Powder.** After-bath refresher. 4-oz. can, reg. 60¢....**2 for 61¢**

☐ **Dainty Deodorant Stick.** No waste, no muss. 2½ oz. Reg. $1.00.....**2 for $1.01**

☐ **Lavender Soap with Lanolin.** Especially recommended for dry skin. Four 4½-oz. cakes, reg. $1.39.....**2 for $1.40**

☐ **Lavender Cologne Deodorant.** Fresh fragrance. 4 oz. Reg. $1.00....**2 for $1.01**

☐ **Lavender Deodorant Talcum** with Hexachlorophene, 3⅛ oz. Reg. 60¢..**2 for 61¢**

☐ **Lavender Cologne,** Light, dainty fragrance. 4-oz. bottle, reg. $1.50, **2 for $1.51**

☐ **"8480" Emery Boards.** Strong, flexible. Reg. 15¢.....**2 for 16¢**

☐ **"8480" Nail File.** 5", reg. 25¢..**2 for 26¢**

☐ **"8480" Tweezers.** Shiny forged steel in 3 styles. Reg. 25¢ each.....**2 for 26¢**

☐ **Shower Cap,** regularly 29¢.....**2 for 30¢**



☐ **Klenzo Hair Brushes,** half-round and professional styles, smart backs. Regularly $1 each, now.....**2 for $1.01**

☐ **Klenzo Purse-Size Hair Brush.** Glossy nylon bristles. Reg. $1.00.....**2 for $1.01**

☐ **Klenzo Nylon Hand Brush.** Sturdy nylon bristles. 50¢.....**2 for 51¢**

☐ **Klenzo Nylon Bath Brush.** Extra soft nylon bristles; lustrous black plastic back and handle. Reg. $1.50.....**2 for $1.51**

☐ **Adrienne Cold Cream,** 3 oz., **Cleansing Cream,** 3¼ oz., or **Hand Cream,** 4¼ oz. Each, reg. $1.....**2 for $1.01**

☐ **Adrienne Face Powder.** Choice of 4 shades in Regular or Compressed. Each, regularly $1.00.....**2 for $1.01**

☐ **Helen Cornell Hormone Cream.** Contains 10,000 International Units natural estrogenic hormones per ounce. 2-oz. jar. Reg. $1.50.....**2 for $1.51**

☐ **Helen Cornell Shampoo.** 4-oz. jar Cream Shampoo or 8-oz. bottle Liquid or Cocoanut Oil Shampoo. Reg. 98¢, **2 for 99¢**

☐ **"8480" Talcum.** Soft, fragrant, absorbent talc. 1 lb., reg. 75¢.....**2 for 76¢**



☐ **Rexall Theatrical Cleansing or Cold Cream,** favorites of theatrical profession. 1-lb. jar, reg. $1.25.....**2 for $1.26**

☐ **Mascal's Hand Cream.** Greaseless, vanishing. 6¼-oz. jar, reg. $1, **2 for $1.01**

☐ **Mascal's Hand Lotion.** Smoothing, softening. Pint, reg. $1.00.....**2 for $1.01**

☐ **Ilasol Hand Lotion.** Non-sticky, fast-drying. 8-oz. bottle, reg. 89¢....**2 for 90¢**

☐ **Rexall After-Shower Talc** deodorant, antiseptic, 9 oz. Reg. $1.00....**2 for $1.01**

☐ **Sequoia Pine Bath Oil.** Softens water. 6-oz. bottle, reg. $1.00.....**2 for $1.01**

☐ **Sequoia Pine Soap** with lanolin. Box of 4 cakes, reg. $1.39.....**2 for $1.40**

☐ **Rexall Hydrogen Peroxide, USP 6%,** 20 Volume, 4-oz. bottle, reg. 21¢..**2 for 22¢**

☐ **Lavender Shampoo.** Lathers abundantly. 6-oz. bottle, reg. $1.00.....**2 for $1.01**

☐ **Foam Rubber Powder Puff.** 2¾ by ½". Washable. Reg. 10¢.....**2 for 11¢**

☐ **Helen Cornell Nylon Hair Nets.** For seven different hair shades in regular and bob styles. Elasticized. Reg. 10¢, **2 for 11¢**

Rexall's Original 1¢ Sale—Four Big Days to Save

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SALE DAYS

Wednesday . Oct. 13
Thursday . . Oct. 14
Friday Oct. 15
Saturday . . Oct. 16

Important Note:
Only the increased volume resulting from the 1¢ Sale enables your Rexall Druggist to offer you such quality at such tremendous savings. The items in this advertisement are regular, guaranteed Rexall products—freshly stocked for this great money-saving event.

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☐ **Wide Rayon Ribbons or Curling Ties.** Christmas colors. 25¢ each.....**2** for **26¢**

☐ **Hanks of Ribbon,** Cascade. Rayon acetate, rich colors. 9 ft., 10¢.....**2** for **11¢**

☐ **Deluxe Aluminum Foil Gift Wrap,** Cascade. Dazzling designs: gold, silver, stripes, stars, candy canes, Santa, etc. Giant 96″ roll, 20″ wide. 50¢.....**2** for **51¢**



☐ **Christmas Tags and Seals,** Cascade. Your choice of smart enclosure cards or cards with string attached or brilliant decorative seals. 10¢ each pack.....**2** for **11¢**

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☐ **1. Rexall Ammoniated Tooth Powder.** Helps prevent tooth decay by releasing ammonium ions to inhibit acid formation on teeth. 3 oz., regularly 43¢....**2** for **44¢**

☐ **2. Rexall Chlorophyll Toothpaste.** Sweetens the breath as it cleans. Foaming action floats away food particles. Giant tube, regular 47¢, now.....**2** for **48¢**

☐ **Dental Plate Cleaner, Denturex.** Self-acting: cleans without brushing. Deodorizes, kills germs, and removes discolorations. Fast, effective. 7½ oz., 69¢.....**2** for **70¢**

☐ **Denturex Adhesive Powder.** Holds dentures firmly and comfortably in place. Non-irritating. Lets you eat, talk, and smile with confidence. 3 oz., reg. 55¢.....**2** for **56¢**



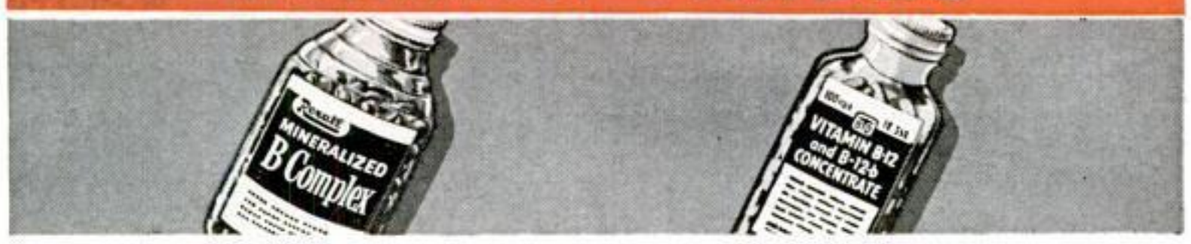
☐ **Klenzo Tooth Brushes.** Fine quality nylon-bristled brushes in a choice of styles and textures to suit everyone. Regularly 39¢ each; now.....**2** for **40¢**

Cod Liver Oil, High potency. Teaspoonful has 1⅘ times minimum daily adult requirement of vitamins A and D. Pint, $1.49, **2** for **$1.50**

Elite Ink Tablets, Good quality linen finish paper, note or letter size, ruled or plain; full-size blotter. Reg. 25¢ now.....**2** for **26¢**

Helen Cornell Bobby Pins, Black or Bronze. 24 regular tip or 18 rubber-tipped, regularly 10¢, now..**2** cards for only **11¢**

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☐ **Rexall Mineralized B Complex** with vitamin B_{12}, liver, iron and vitamin C. Combines 9 important B vitamins and iron with 11 mineral trace elements: calcium, iodine, phosphorus, cobalt, copper, manganese, magnesium, molybdenum, potassium, zinc and nickel. Family-size bottle of 100, regularly $5.95.....**2** for **$5.96**

☐ **Rexall Beef, Wine and Iron Tonic** stimulates appetite, promotes the formation of red blood cells and helps correct simple nutritional anemia caused by a lack of sufficient iron in the diet. An ideal dietary supplement for convalescents. The beef peptone content furnishes other nutritive elements. Full pint bottle, reg. $1.50....**2** for **$1.51**

☐ **Rexall Brewer's Yeast Tablets** provide important amounts of vitamin B_1 and vitamin B_2 at low cost. Giant bottle of 250, regularly 98¢, now.....**2** for **99¢**

☐ **Rexall Dicalcium Phosphate** capsules for supplementing the diets of expectant or nursing mothers and diets lacking in calcium, phosphorus and vitamin D. Contain calcium gluconate and viosterol. 3 capsules daily supply: Calcium—⅓ M.D.A.R.*, Phosphorus—⅕ M.D.A.R., Vitamin D_2 (viosterol) twice M.D.A.R., Bottle of 100, $1.24.....**2** for **$1.25**

☐ **Rexall 5X Multi-Vitamins** provide 5 times the minimum daily requirement of all vitamins with known minimums. Each tablet supplies vitamins B_{12}, A, D, B_1 (thiamin), B_2 (riboflavin), C and niacinamide. A tablet a day provides a protective margin of important nutritive elements that may be lacking in the ordinary or deficient diet. 5X multi-vitamins are also a valuable dietary supplement for convalescents, expectant mothers, and manual workers who may require more than ordinary amounts of these vitamins. Bottle of 50, $6.95.....**2** for **$6.96**



☐ **Rexall Vitamin B_{12} Concentrate.** Each capsule provides 5 micrograms of red vitamin B_{12}—so important in stimulating the formation of red blood cells and aiding the prevention of nutritional anemia due to B_{12} deficiency. Bottle of 100, $1.40, **2** for **$1.41**

☐ **Rexall Percocod Tablets** ("Vitamin Candy") for children. Two pleasant-tasting tablets a day supply more vitamin A and D than a teaspoonful of cod liver oil. Vitamins in these tablets are derived from natural sources. Bottle of 110, 98¢, **2** for **99¢**

☐ **Rexall Polycaps,** multi-vitamin capsules for growing children. One red capsule daily provides the minimum daily requirement of all vitamins ordinarily essential for children up to 12 years of age. Box of 72, regularly $1.98.....**2** for **$1.99**

☐ **Rexall Yeast and Iron Tablets.** Seven times the minimum daily requirement of iron plus important amounts of vitamins B_1 and B_2 are provided by the recommended adult dose. 100's 75¢....**2** for **76¢**

☐ **Rexall ABDG Capsules.** Two capsules daily provide 1¼ times the minimum daily adult requirement of vitamin A; 2 times M.D.A.R.* vitamin D; M.D.A.R. vitamins B_1 and B_2; and niacinamide. Family bottle of 100, reg. $1.59.....**2** for **$1.60**



☐ **Rexall Panovite with Minerals.** One capsule gives more than minimum daily requirements of vitamin A (1¼ times M.D.A.R.*), vitamin D (2½ times M.D.A.R.), vitamin B_1 (2½ times M.D.A.R.), vitamin B_2 (1¼ times M.D.A.R.), vitamin C (1⅔ times M.D.A.R.) ...plus B_6, calcium pantothenate, niacinamide and eleven important minerals: calcium, cobalt, copper, iodine, iron, manganese, magnesium, molybdenum, phosphorus, potassium and zinc. Bottle of 100, reg. $4.95, **2** for **$4.96**

**M.D.A.R.: Minimum Daily Adult Requirement*

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☐ **1. Rexall Hygienic Powder,** 6-ounce, regularly **75¢,** now.....**2** for **76¢**

☐ **2. Rexall Boric Acid.** Powder or Crystals, 4-ounce, reg. 33¢.....**2** for **34¢**
Solution, 4-ounce, reg. 25¢.....**2** for **26¢**

☐ **Rexall Ascorbic Acid.** Vitamin C. 100 mgs. 100-tablet bottle, $1.98..**2** for **$1.99**

☐ **Hinkle's Cascara Compound Pills.** Laxative. Bottle of 100, 50¢.....**2** for **51¢**

☐ **Rexall Thiamine Hydrochloride Tablets.** Equal 8333 Units vitamin B_1. 25 mgs. Bottle of 100, $2.98.....**2** for **$2.99**

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☐ **Cold Sore Lotion.** ¼ oz. 29¢...**2** for **30¢**

☐ **Rexall Mentholated White Pine and Tar Cough Syrup.** ½ pt., reg. 79¢..**2** for **80¢**

☐ **Milk of Magnesia,** pt., reg. 43¢, **2** for **44¢**

☐ **Rexall Nose Drops.** 1 oz., 49¢..**2** for **50¢**

☐ **Toothache Drops,** reg. 35¢....**2** for **36¢**

☐ **Rexall Essence Peppermint.** Helps remove gas. 1 oz., 45¢.....**2** for **46¢**

☐ **Rexall Glycerin.** 3 oz., 67¢....**2** for **68¢**

☐ **Rexall Glycerin & Rose Water.** Soothes skin. 4 oz., 47¢.....**2** for **48¢**

☐ **3. Rexall Peroxide of Hydrogen.** 3% solution. Pint, 45¢.....**2** for **46¢**

☐ **4. Rexall Iodine.** 1 oz., 33¢ ...**2** for **34¢**

☐ **Rexall Castor Oil.** 3 oz., 45¢...**2** for **46¢**

☐ **Rexall Soda Mint Tablets.** Antacid. Bottle of 140, 35¢.....**2** for **36¢**

☐ **Rexall Aromatic Spirit of Ammonia.** 1 oz., regularly 25¢, now.....**2** for **26¢**

☐ **Rexall Spirit of Camphor.** Helps relieve cold-sore discomfort. 1 oz., 35¢..**2** for **36¢**

☐ **Rexall Tincture Benzoin Compound.** For relief of minor irritations of bronchial tubes and larynx. 1 oz., 39¢.....**2** for **40¢**

☐ **Rexall Witch Hazel.** Facial astringent and after-shave lotion. Full pint, regularly 57¢, now only.....**2** for **58¢**

☐ **Rexall Eudicaine Suppositories** relieve pain, itching. 12, $1.19 value..**2** for **$1.20**

☐ **Rexall Eudicaine Ointment.** Skin salve. 1-oz. tube, regularly 59¢.....**2** for **60¢**

☐ **Rexall Cascara Sagrada Tablets.** 5 gr. Mild laxative. 100, reg. 95¢.....**2** for **96¢**

☐ **Rexall Lanolin.** Soothes tender, chapped skin. 1 oz., regularly 29¢.....**2** for **30¢**

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Pro-Cap Adhesive Tape, Regular. 1″ by 5 yds., reg. 39¢.....**2** for **40¢**

☐ **3. Rexall Plastic Quik-Snips,** small adhesive bandages. Flexible, waterproof, flesh-color. Package of 36.....**2** for **40¢**

☐ **Rexall Cotton Squares,** ready for nursery or cosmetic use. 40, 23¢....**2** for **24¢**

☐ **Shoe Laces,** Trim-Tie, 27″ long; black, brown or white. Reg. 10¢ pr.....**2** for **11¢**

☐ **Plastic Scuffs,** quilted slippers in sizes for girls, women. Pair, 49¢.....**2** for **50¢**

☐ **York Plastic Billfolds,** men's, women's smart styles, colors. Reg. $1.00, **2** for **$1.01**

☐ **Pocket Lighter,** chrome top; colorful metallic enamel body. Windproof, sure-light; lifetime repair guarantee, $1.50, **2** for **$1.51**

☐ **Filter Cigarette Holder.** White, black or amber. Aluminum ends. 39¢..**2** for **40¢**

☐ **Pipes,** Windsor imported briars, choice of many styles, shapes. Reg. $1..**2** for **$1.01**

☐ **Flashlight,** 2-cell with chrome plated steel case. 3-way switch. Reg. 89¢....**2** for **90¢**

☐ **Key Chain** with choice of emblems of popular cars. Reg. 69¢ each....**2** for **70¢**

☐ **Tiny Tot Lollipops,** cluster of 6. Assorted flavors; safety handles. Reg. 10¢, **2** for **11¢**

☐ **Men's Leather Watch Straps** by Hamilton. Pigskin or calfskin, reg. $1.00, **2** for **$1.01**

☐ **Klenzo Professional Style Hair Brush.** Nylon bristles. Reg. $2.00.....**2** for **$2.01**

☐ **Atomizers** for perfume or cologne. Rich colors. Metal parts plated with 24K gold. Gift-boxed. Reg. $1.50.....**2** for **$1.51**

☐ **Victoria Syringes.** 2-qt. fountain, $2.75, **2** for **$2.76**; combination, $3.19, **2** for **$3.20**

☐ **Victoria Hot Water Bottle,** 2-quart capacity, red. Reg. $2.39.....**2** for **$2.40**

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'THE HONORED

New Undersecretary of State, Herbert Hoover Jr., has added luster to his heritage

by CAMERON HAWLEY



HE places his left hand on the Bible. His right hand raises to take the oath of office as Undersecretary of State in the United States of America. A guiding voice intones, "Repeat after me: I, Herbert Hoover Jr.—"

As he repeats those words, a ruggedly handsome face masks the thoughts that lie behind those deep blue eyes. But there is one certainty—he is not unaware of that name he speaks. It has been the greatest single influence in his life, both curb and spur, his cross as well as his darkly guiding star.

Since the earliest days of his adolescence, Herbert Hoover Jr. has set and reset the course of his life to escape the implications of the name he bears, not through any lack of filial honor or respect but because of a dogged determination to be completely his own man. He has shunned public life and avoided publicity, always living in the shadows, grimly resolute that no advantage be taken of reflected fame. Purposefully, time after time, he has gone out of his way to avoid public affairs, to steer clear of his father's path. Now, like a globe-circling navigator, he discovers that a persistent sailing of the opposite course has brought him to the very port he tried to escape. It is a strange case of the triumph of heritage, an intriguing example of the circuitous workings of manifest destiny.

During the very week that Herbert Hoover Jr. takes office, 14 oil technicians are visiting Abadan, preparing to start the flow of oil again from the great fields of Iran. It was Hoover's part in the settlement of the British-Iranian oil dispute that catapulted him to this post at the right hand of John Foster Dulles.

To the world outside, the flow of oil is less important than its implications. Since the time of Peter the Great, the Russians have hungered for a warm-water port on the Persian Gulf. Only now, as the facts come to light, can it be fully realized how close they came to their objective in 1953 as a result of the Anglo-Iranian oil dispute. Settlement represented a major diplomatic victory for the West. Credit for it would have made a glossy page in the dossier of any top-ranked diplomat. And it was Herbert Hoover Jr. who finally managed to bring it off.

When it was announced a year ago this September that he had been designated as a special adviser on international oil problems to John Foster Dulles, newsmen were hard put to describe his career—except for that one inevitably appearing phrase, "son of the former President." There was no bulging file of clippings from which a biography could be condensed, only the scant information that he was 50 years old, an engineer, lived in California and had been a private consultant on petroleum problems to some foreign governments. But the news writers were not greatly concerned. At that point Herbert Hoover Jr. rated very little space. He was heading no mission, had no big staff, His tenure was definitely temporary, no more than 45 days.

Unobtrusively he slipped into a second floor office in the State Department for his briefing—a project which one State section head described as a "mad scramble to find something to tell him that the man didn't already know." Then he was off on a transatlantic plane. He had no designated power or authority. His mission was to go to London and Tehran for a quick look-see, serve only as an extra pair of eyes and ears for John Foster Dulles who, busy elsewhere, could not find the time to go himself. Dulles hoped that Hoover might be lucky enough to glimpse some avenue along which a temporary settlement might be pursued, some stopgap that would hold back the Communists from snatching control of Iran and, with it, the great oil field and the largest refinery in the world.

Twenty-nine months before Premier Mohammed Mossadegh had nationalized the Iranian oil industry, expropriating all properties of the British-owned Anglo-Iranian Oil Company and tossing out their technicians without whom little or no oil could flow. Mossadegh made a fumbling attempt to operate the fields and refinery without the Anglo-Iranian technicians. He started shipping oil. The British cracked down with an economic blockade. The old premier severed diplomatic relations, apparently cutting off any hope of settlement. The nation plunged toward bankruptcy. A starvation level of existence was imposed upon millions.

The mess he found in Iran

EVERY day the Communists edged closer to power. Mossadegh was no Red sympathizer—he was as anti-Russian as he was anti-British—but Moscow could have had no more effective helpmate. All the Communists needed to insure a successful grab for power was national chaos, and the blind madness of the old premier was producing it for them. The Reds were only days away from a coup when a group of upper-class Iranians staged a successful revolution that put the old man safely behind bars. General Fazlollah Zahedi went in as premier. But neither he nor any of his advisers could find a loose end with which to start untangling the snarl they had inherited. They knew they had to get oil flowing again—but how? Obviously some kind of a settlement had to be made with the British, but that seemed impossible. Public opinion was still violently anti-British. Jailing Mossadegh had done little to dampen the flames that he had lighted—

IN WASHINGTON, 1928, Herbert Jr. stands before a portrait of father, then Commerce Secretary.

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NAME I BEAR'

with a career he has jealously kept private. A noted author now reveals his story

and the Communists, of course, were now frantically fanning the fire.

That was roughly the situation that Hoover found in Iran. In London he got the other side of the story. It was clearly the stuff of which deadlocks are made. The Foreign Office recognized Iran as a sore spot rapidly festering to a Communist head. But what was the alternative? If those fanatically emotional Iranians were allowed to get away with nationalizing the oil properties, at least a half-dozen other nations might well break out in a binge of expropriations that would splatter political and economic chaos all around the globe.

Cleaning up the mess

ALTHOUGH Hoover did little on his first trip except listen sympathetically, he was already accomplishing something. The diplomatic grapevine to Washington brought back rumors with a British accent: ". . . this chap Hoover is really top hole, you know . . . perfect gentleman . . . might easily be imagined as a product of our own Foreign Service." The Iranians matched compliments by saying that Hoover was one of the most likable foreigners who had ever shown up out there, direct and honest, totally different from those cold-blooded, devious, conniving Britishers.

Hoover had not put on one mask for London and another for Tehran. He had simply been himself, producing the result so typical of the man, exhibiting his remarkable ability to secure the friendship and respect of both sides in even the bitterest of controversies.

The key observation in his first report to Dulles was that no temporary stopgap would keep the Reds from taking over in Iran. The settlement had to be permanent. Dulles asked if there was any such possibility. Hoover's answer was that any controversy could be settled if there were only goodwill on both sides of the bargaining table. But, Dulles asked, could that happy state ever be achieved between the Iranians and the British? Hoover thought it could. Would he forget that 45-day limit on his services and go to work? He would—and did.

From the beginning he approached the problem as one to be settled within the scope of private enterprise, an attitude that is a sharp reflection of one of his basic convictions. Though 53% of Anglo-Iranian's stock was owned by the British government, it was operated as a private company. Its head, Sir William Fraser, held sway with an autocratic rule reminiscent of the one-man management commonly found in American corporations a quarter century ago. Hoover faced the task of getting Sir William to swallow some bitter pills—the first and bitterest being that Anglo-Iranian had to give up its

CONTINUED ON NEXT PAGE



IN WASHINGTON, 1954, Herbert Jr. stands before map of world in State Department office.

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IN IRAN Hoover has a session with Fazlollah Zahedi, the country's new premier, on how to get oil flowing again.

HERBERT HOOVER JR. CONTINUED

half-century hold on the oil of Iran. It would have to sell a controlling interest in Anglo-Iranian to a group of oil companies of other nationalities because no British-dominated company could hope to get back into Iran.

Sir William had not stood his ground for two and a half years only to give in meekly. Despite his socially warm personality, he is a rugged character and grim fighter. Furthermore he held a trump card and knew it: no other international oil companies would dare poach on his Iranian preserves except at his invitation.

Less than two months after Hoover arrived on the scene, Sir William issued an invitation to a group of oil companies to sit down and discuss buying control of Anglo-Iranian. How he was brought around to that gracious state of mind is an unobtainable story, locked behind tight lips. But everyone gives major credit to Herbert Hoover Jr. for convincing Sir William Fraser to take the leadership without which there could have been no settlement.

Sir William's change of heart, however, did not encompass selling the control of Anglo-Iranian for one pound less than he could get. The potential buyers, equally good traders, had no intention of paying one pound more than was necessary. No one was hungry for more oil property; the world supply was currently ample even without Iranian production. Every potential buyer had other oil interests in the Middle East and was acutely concerned as to how some vaguely unspecified Iranian settlement might affect them.

Without designated power, not even the authority of a commissioned arbitrator, Herbert Hoover Jr. worked behind the scenes, not only to get the oil companies together but also to pave the way for later direct negotiations with the Iranian government. He was almost constantly on the move. In the 10 months that the negotiations were in progress he made 14 trips to London, six to Tehran. His role was largely backstage. He slipped quietly from one closed door to another, shaping minds to reasonable attitudes, calming ruffled tempers, soothing old wounds with the ointment of common sense, creating an atmosphere for agreement. He played his role with consummate skill, maneuvering other men into taking the lead rather than assuming it himself, yet ready to sit in

CONTINUED ON PAGE 171

THE AUTHOR: BUSINESSMAN-NOVELIST

Cameron Hawley was an executive of the Armstrong Cork Co. and a spare-time short-story writer when in 1951 he quit to write a novel about American businessmen. It was *Executive Suite* (Houghton Mifflin, $3; Ballantine, 35¢), which told the story of a fight for the presidency of a company and also humanized the businessmen who were its leading characters. The book became an immediate best seller and was made into a successful moving picture. Mr. Hawley interrupted the writing of a new novel in order to do this close-up of Herbert Hoover Jr. for LIFE. For more than a month he traveled from New York to Washington to California, interviewing Hoover's friends, his associates, his competitors and, of course, the new Undersecretary of State himself.

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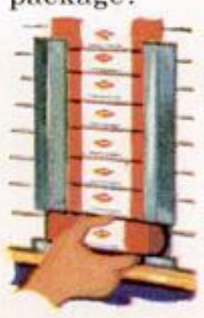


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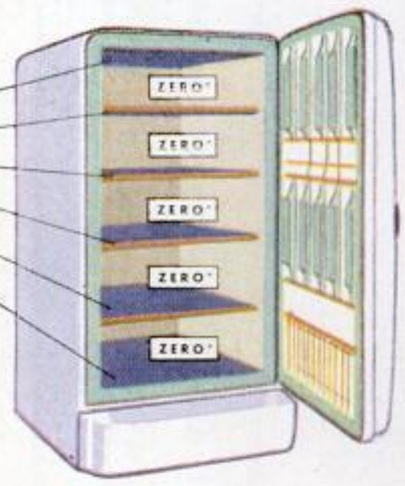
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the driver's seat when necessary. One oil company representative, asked how much strength Hoover exhibited when the going got rough, testified with a ruefully reminiscent grimace, "That quiet manner of his had us fooled for a while. Then he suddenly cracked the whip—and, let me tell you, it took the hide off! But I guess we had it coming—and, anyway, it got things off dead center and moving again."

Hoover's credit for what was accomplished does not derive from his having originated the idea of the "consortium" or combination of oil companies to take over control of Anglo-Iranian. Others before him had thought of it. Actually there was no alternative. His achievement lies in having maneuvered it to reality, threading his way through almost unbelievable complexities, circumventing constantly appearing roadblocks. In the end the consortium was successfully formed by five American companies—Gulf, Texas, Socony-Vacuum, Standard (New Jersey) and Standard of California—joining with Royal Dutch Shell and Compagnie Française des Pétroles to buy 60% of the Anglo-Iranian stock, a result not only of the Hoover-guided negotiations but also of the patriotism and enlightened self-interest of the corporations involved. They are investing over $600 million in order to make the Iranian settlement possible. They hope, of course, to make a profit. If they do it will be well deserved.

Forming the consortium was, however, only the first stage. Then an agreement had to be worked out with Premier Zahedi and the Iranian government in Tehran. The difficulties, and Iranian stubbornness, were monumental. Patiently Hoover kept the negotiations moving along, gently persuading the Iranians, helping the consortium delegation to understand the Iranian view, holding respect and confidence on both sides of the table with his unquestioned fairness and integrity.

When substantial accord was finally reached in August of this year, no one would argue with President Eisenhower when he commended Herbert Hoover Jr. by writing that the conclusion of the agreement "is due in significant measure to your expert knowledge of the oil business, to your persistency and to your skillful diplomacy." In the Tehran end of the negotiations, however, major credit must be shared with Loy Henderson, U.S. ambassador to Iran; Torkild ("Cap") Rieber, ex-chairman of the board of the Texas Company and now head of Barber Oil, who did a characteristically two-fisted job as adviser to the Iranians; and to Orville Harden and his successor, Howard Page, both of Standard Oil (New Jersey), who headed the consortium delegation to Tehran.

Despite the exposure of character and ability provided by his part in the Iranian settlement, Herbert Hoover Jr. becomes Undersecretary of State as one of the least-known men ever to assume such a high governmental post. That truth conjures up the image of a recluse, shielding himself from public view with somewhat the same aloofness that characterized his father during his years in high office. That most definitely is not the case. Herbert Hoover Jr. is a warm-mannered, affable and extraordinarily likable man. One of his great strengths was one of his father's great weaknesses in public life. The senior Hoover, as admirable a mass humanitarian as the modern world has known, found it difficult to deal with humanity on an individual basis. It is only in these last few years that age has worn away the mask that so long hid his real personality from view.

Why the self-effacement?

AN old acquaintance once remarked that it took 10 years of close association with Herbert Hoover before you began to feel the warmth of the inner man. With his son and namesake, you start feeling it within the first 10 seconds. Later it comes as almost a surprise to discover the enormous range of his knowledge and the tight-knit quality of his thinking. It is even more difficult to explain to yourself why this man should have practiced the rigid self-effacement that has kept him from being more widely known. It is only when you piece together the story of his life that you find the answer.

From the days of his earliest memories, Herbert Hoover Jr. was the son of a famous man. By the time he was 6, his father had skyrocketed to professional fame and fortune as a mining engineer and manager of mining properties all over the world. By the time young Herbert was through high school, the name he bore was one of the most famous in the world. Herbert Hoover had already been the head of Belgian Relief, Food Administrator during the World War, and he was then a key figure in the relief and reconstruction of Europe. A contemporary magazine, after polling its readers in order to compile a list of the 10 greatest living

CONTINUED ON NEXT PAGE

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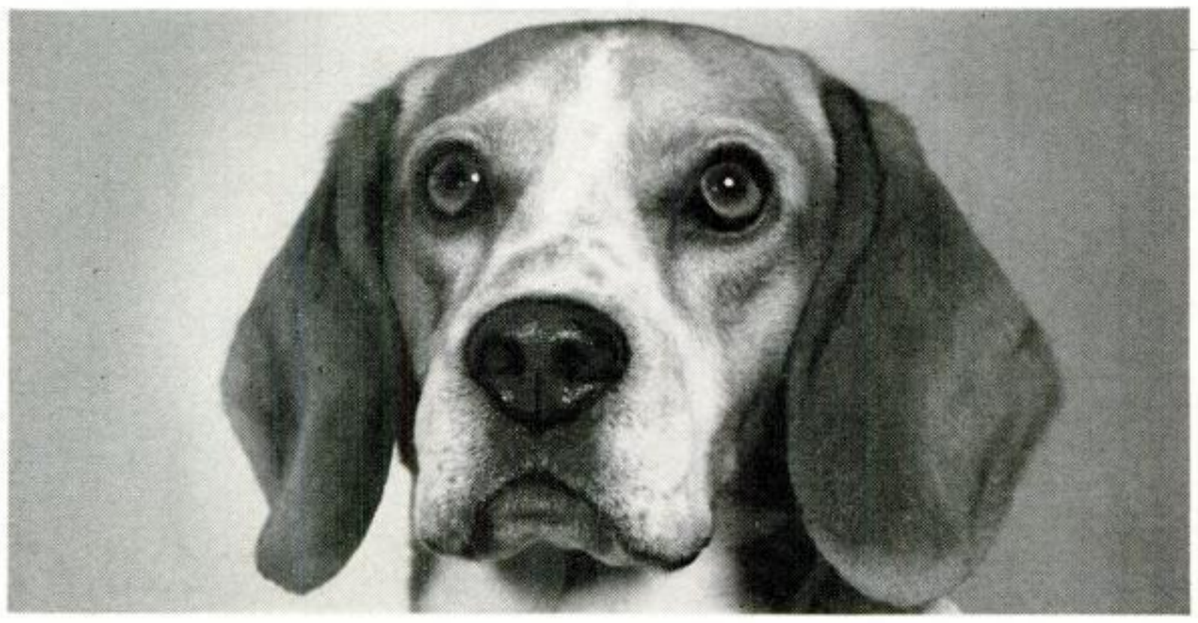
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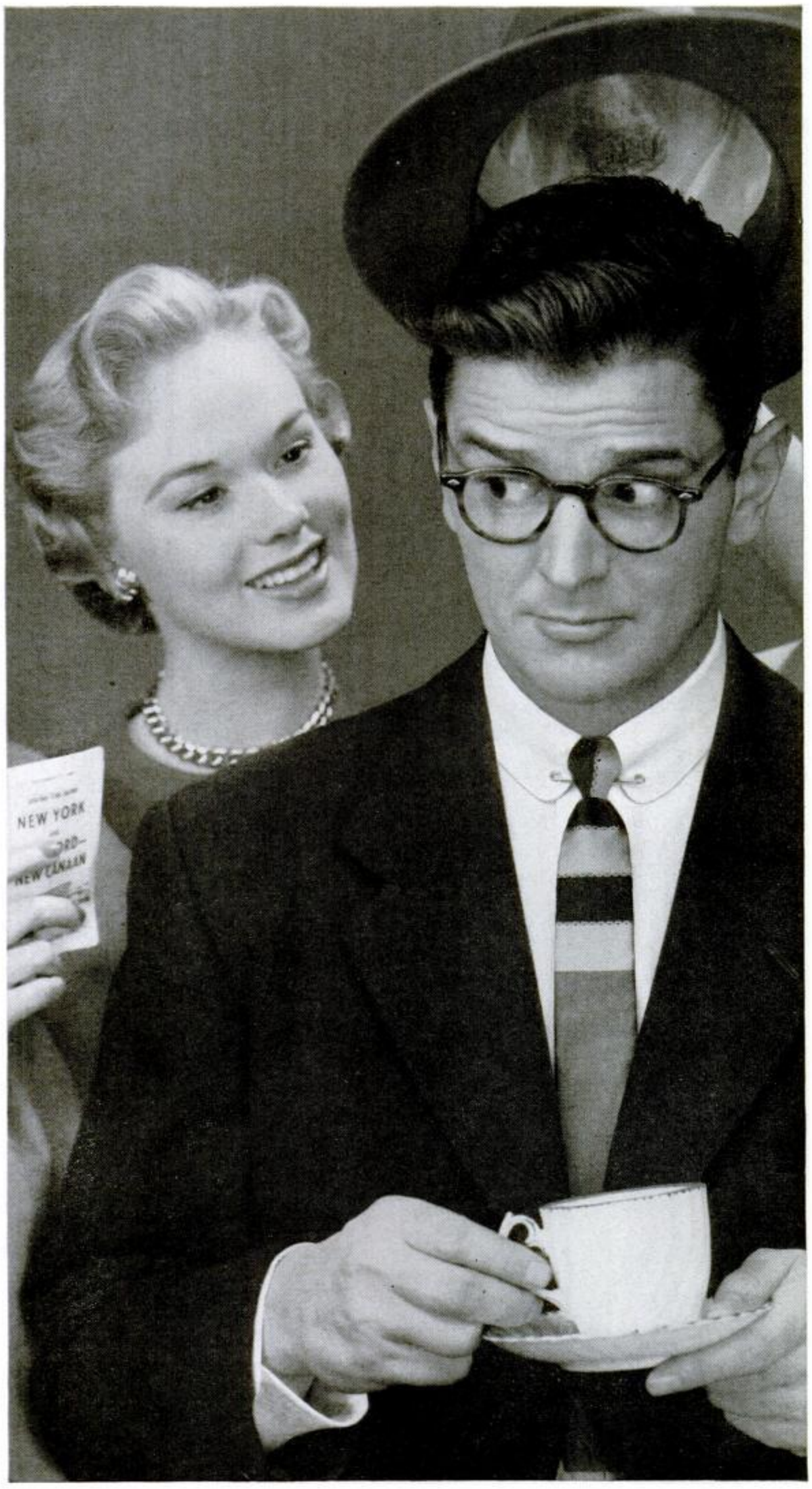
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ARROW

WHITE SHIRTS

by Cluett, Peabody & Co., Inc.



HOOVER BOYS, Allan (*left*) and Herbert Jr., were photographed in affectionate pose as youngsters. Allan, now 47, is in international mining business.

HERBERT HOOVER JR. CONTINUED

Americans, placed the name of Herbert Hoover second only to that of President Woodrow Wilson.

The Hoovers then lived in a six-room cottage near Stanford University because of the educational advantages of the university environment. On the Stanford campus young Herbert is remembered as a boy determined not to accept the slightest favor that might in the remotest way be connected with his father's fame and position. There was only one thing that Herbert Jr. would accept and that was the point of view that his father had expressed by saying, "My boyhood ambition was to be able to earn my living without the help of anyone, any time, anywhere." His son set that same goal. He wanted no help from *anyone*—and that included his father, most particularly his father.

Young Herbert's natural bent toward things scientific was heightened by his home atmosphere. Dinner table conversation was far more likely to center on some new mining technique or the latest paleontological discovery than upon neighborhood gossip. His mother, Lou Henry Hoover, was a graduate geologist who shared all of her husband's engineering and mining interests. She guided Herbert Jr. and his younger brother Allan on exploratory field trips and personally participated in such backyard engineering projects as the building of a powered vehicle that was finally accepted for licensing by the state of California as an "automobile." A friend, asked to share a Hoover family picnic, found the afternoon devoted to the construction of a dam across a brook, the father laboring with his sons, using the project as a practical demonstration in hydraulic engineering.

Looking back upon his youth, however, Herbert Hoover Jr's. brightest memories are thoroughly unscientific. In a rare violation of modesty he boasts, "As a kid growing up around the campus, I was water-boy for some of the greatest teams in Stanford history, and I knew all of those big letter men even better than their classmates did."

When he became a Stanford man himself, he studied general engineering, his interest focusing upon the infant science of electronics. He had started tinkering with wireless telegraphy in his early teens, but it was a coincidence—or, if you will, the guiding hand of fate so evident all through his life—that shaped his future course. A severe attack of influenza in the 1918 epidemic had left him with impaired hearing. With his amateur radio background, he made himself a hearing aid, robbing the family telephone for a transmitter and building the supporting apparatus into a box that he carried wherever he went. At best his hearing aid was not too effective, and improving it became a highly personal incentive to pursue electronic research—the activity that led, devious though the path proved to be, to his becoming Undersecretary of State.

A week after his graduation from Stanford, he married Peggy Watson, a classmate, and they set up housekeeping in Cambridge, Mass. Herbert had entered the Harvard Graduate School of Business Administration, a surprise to his friends who had imagined that he would go into scientific research. His graduate thesis, as well as subsequent work under a Guggenheim Fellowship, was done on the economic aspects of the new aviation industry, just

CONTINUED ON PAGE 174

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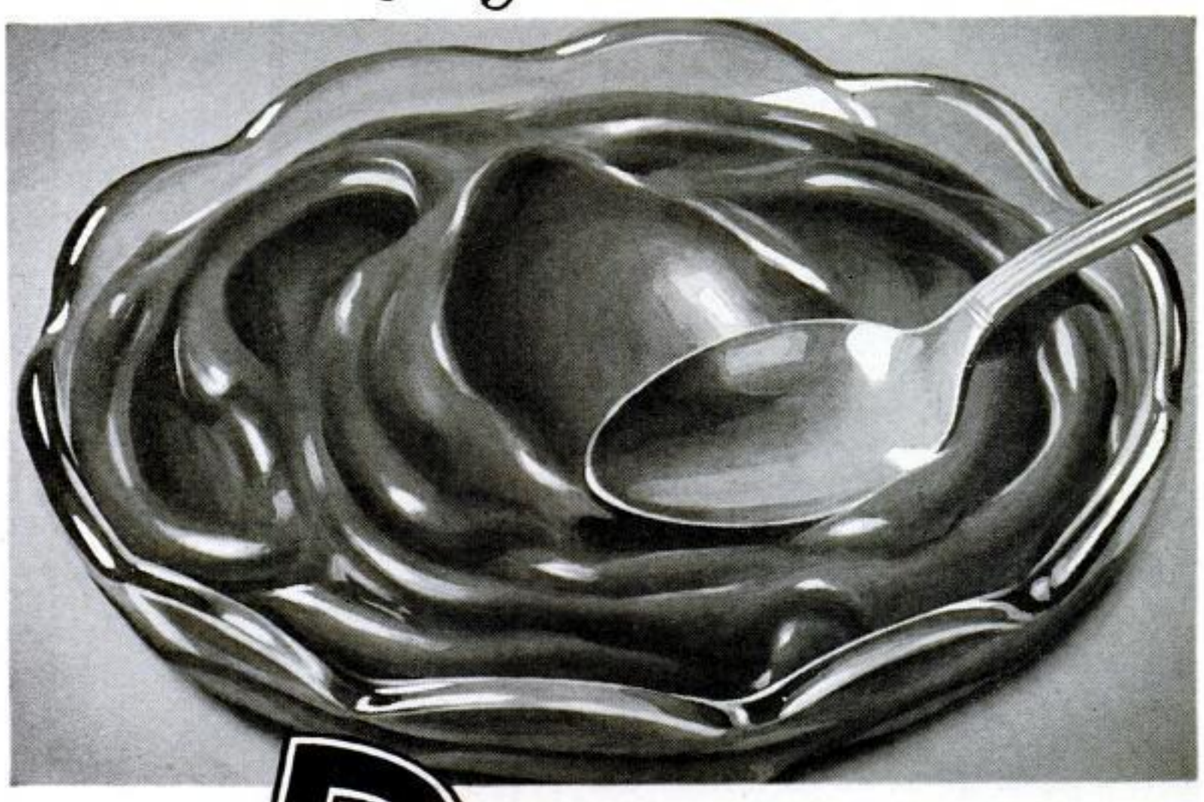
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HOWDY DOODY'S FAVORITE

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HERBERT HOOVER JR. CONTINUED

then breaking out in the boom growth that established the nation's early commercial airlines.

More than ever during those three years at Harvard he seemed to his friends to shrink from the public view, burying himself in the cloistered life of the university, shielded from the ever-greater attention that his father was attracting, first as Secretary of Commerce in the cabinets of Harding and Coolidge, then as the 1928 Republican nominee for President of the United States. A well-known economist, then a Harvard instructor, says that he was certain at the time that Herbert Jr. would follow an academic life. His father must have thought so too if there is truth to the story that he offered his son a substantial endowment to set himself up in private research work. There were other offers. Many large corporations were anxious to employ Herbert Hoover Jr., but he could not escape the suspicion that his desirability as an employe was tainted by the fact that he was his father's son. One offer, for a position too obviously beyond his capabilities, drew the rather sharp retort that "my name is not for sale at any price."

It would not have been surprising, in view of the difficulties that his name heaped upon him, if he had come to resent his heritage. That he still felt it more an honor than a burden is attested by his passing the same name to his son, Herbert Hoover III, born during those Harvard years.

As soon as the presidential election was over Herbert Jr. rejected all assistance and dozens of lucrative offers and took a $200-a-month job as a radio technician with the old Western Air Express, one of the early airlines that later merged into TWA. His first assignment was to work on the development of radio communications with planes in flight, then little more than a scientist's dream. Hoover flung himself headlong into the job, working day and night. Six months later he was spectacularly demonstrating achievement by going aloft in a trimotor Fokker that he had fitted up as a flying laboratory, radioing down a description of the landing of the *Graf Zeppelin* at Los Angeles for a nationwide NBC broadcast. (The newspapers gave less emphasis to the achievement than to the fact that the announcer was the son of the President of the United States.)



AS RADIO EXPERT, Herbert Jr. pioneered ground-to-plane installations in 1929.

His rise in Western Air Express was fast. In a little over a year he built up a network of 27 ground stations, had a staff of 75 men under him and made Western the first airline to have radio communication with its planes all along 15,000 miles of airway.

Other airlines were, of course, setting up their own communications. To avoid duplication of facilities and to meet federal concern over control, Hoover conceived the idea of creating a non-profit cooperative company, Aeronautical Radio Inc., to own and control all ground stations. He got the airlines together, formed the company and served as its first president, simultaneously shouldering new responsibilities acquired by promotion to chief engineer of Western Air Express. He was 26 years old. An aviation trade magazine called him "the radio genius of the industry."

A few weeks later the career that had started so brilliantly was dealt a crushing double blow. It was early fall, the 1930 election campaigns were on and there was political capital to be made of anything that would discredit the Hoover administration. Western Air Express was bidding on a government air-mail contract and the rumor was launched that it would get the award because the President's son was a Western Air official, a slander seemingly supported by Herbert Jr.'s having been moved up more rapidly in the Western organization than was customary for a young man of 26.

Righteously, Herbert Hoover Jr. sent in a letter of resignation to Western Air Express. Before it could be accepted—which it was not—the second blow fell. It was discovered that he had tuberculosis and would have to spend at least a year in bed.

The year of convalescence, first at his father's Rapidan camp and later at Asheville, N.C., was a period of maddening restraint, grimly and impatiently endured. (Still fuming after 20-odd years, Hoover says now, "I don't think I ever had tuberculosis in the first place, but the doctors had me and I couldn't get away.") To fill the endless days and nights he read constantly, driving his mind into any new scientific field that offered a mental challenge.

Finally released, he returned to the airline for a short period as assistant to the president, then taught business economics to aeronautical engineering students at California Institute of

CONTINUED ON PAGE 179

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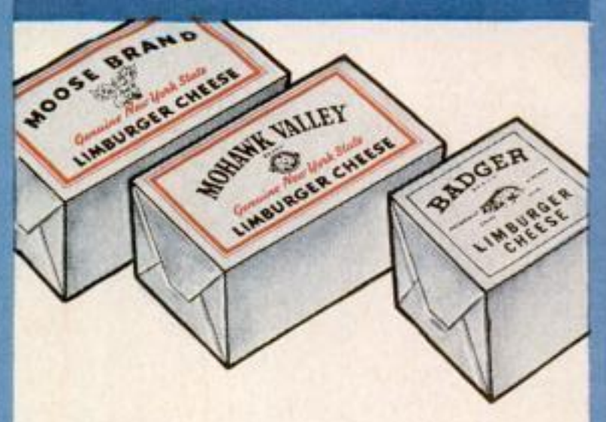
For a bright ball of color in the center of your next party tray, select sparkling red *Casino Brand Gouda* or *Edam*. Both are richly mild Holland-type cheeses. Perfect for snacking or with crackers for dessert.



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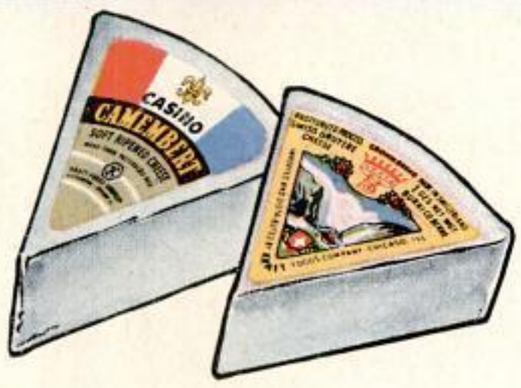
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HOOVER FAMILY, 1928, met for a picture after father's nomination for the presidency. Herbert Jr. (*left*) and Allan flanked Herbert Jr.'s wife Peggy.

HERBERT HOOVER JR. CONTINUED

Technology. But the upward pattern of his career seemed broken. The depression was on and the 1932 presidential campaign pilloried Herbert Hoover, the Roosevelt camp charging him with full blame for having brought the nation to financial disaster and even many of his former G.O.P. friends critical of him for somehow having failed to veto the economic cycle.

The bitterness of the campaign did not end with the election. One of the first acts of the Roosevelt administration was to start an investigation of those projects which had been closest to Herbert Hoover's heart. High on the list was a muckraking of the award of air mail contracts. The old rumor about Western Air Express having gotten its award through the influence of the ex-President's son was dredged up and Herbert Jr. was called to account by a special investigating committee of the Senate. He replied by letter, offering a generally temperate explanation. But, in quoting the text of his 1930 letter of resignation, he exposed a highly revelatory sentence. He had written, "Should it be found that Western Air Express possesses the qualifications for the service, makes the lowest bid, and is awarded the contract by the Postmaster General, then every slimy politician, every scandal monger and every character assassin in the country will rise to defame the honored name I bear. . . ."

CONTINUED ON NEXT PAGE



HOOVER FAMILY, 1954, met on father's 80th birthday. They are (*left to right*): Herbert III, Herbert Jr., Herbert III's son Stephen, Allan, Herbert Sr., Allan's sons Andrew and Allan, Mrs. Allan, Mrs. Herbert Jr., Mrs. Herbert III.

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Baby Doings at Thayer Square



By Joan Thayer©

MY ELDEST, "Jonathan Scott" was born just a few months too soon. He was a little early for that newest of nursery ideas I've been championing so many times. It's the idea of popular-priced juvenile furniture that grows up with the child. Now Thayer — and only Thayer — has it in the smartly modern "Gro-Up Group." The best stores all 'round the country are showing it.



It's such a *good* idea. For instance, when baby has outgrown this "Gro-Up" crib, a full-size Hollywood-type bed takes its place. All the other matching pieces "stay" from infancy to adulthood. So good for children psychologically, always to live with the same room furnishings. So good for parents pocket-book wise not to have to replace furniture a child has outgrown.



The "Gro-Up Group" is that room-builder style you've been reading about. Sliding-door cabinet builds on top of 2-or 3-drawer chest . . . pieces fit on one another "module style," the legs being removable.* Three pieces, crib, sliding-door cabinet and 2-drawer chest, retail at only $99.50. Other pieces — chiffo-robe, bed, desk and chair, night stand, 3-drawer chest at matching bargain prices.



And what a wonderful finish Thayer has put on all the pieces. The furniture is solid Northern hardwood with a texture-pattern cut in . . . then "mist-finished" for lasting beauty. Choose from birch, gray or blonde. All lovely. If your dealer doesn't have it, let me know.



Thayer's "Jolly Jitney" is a magnificent folding carriage as modern as next year's automobile. The entire body lifts out of the carriage frame — and it's a bassinet or car bed; hook-over arms can be attached for added security. You get a triple duty convertible carriage with "Jolly Jitney." Thayer, Inc., Thayer Square, Gardner, Massachusetts.

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BETTER LIVING FOR BABIES

HERBERT HOOVER JR. CONTINUED

The Senate committee decided that they did not need any further testimony.

That last phrase—"the honored name I bear"—is one to remember. It reflects one of the two key factors in molding the character of Herbert Hoover Jr., almost as important as his determination to make his way without his father's help. He is today, and always has been, a man supersensitive about the morality and ethics of his every move. It is something beyond ordinary integrity. His standards of acceptable conduct, high as they are, are raised even higher by concern that he might, inadvertently, tarnish that "honored name I bear."

Back in those depression-bottom days, while the name was being accorded little public honor, Herbert Jr. moved from his Pasadena home, buying a secluded house far out on the slopes of Mt. Wilson. The act was misinterpreted by many who did not know that, soon afterward, he and his brother Allan purchased his father's Iowa birthplace to preserve it as a shrine for future generations.

Out of sight, seldom seen or heard from, Herbert Hoover Jr. seemed a young man whose brilliantly started career as a radio engineer had completely fizzled out. Then, as suddenly as he had done it before, he skyrocketed to a new success in a new career. It was linked to those long weeks of convalescence back in 1931. One of the projects with which he had occupied his mind was the devising of some kind of instrument by which a flying airplane could measure its distance above the earth. In those preradar days bouncing sound waves seemed the most likely bet. The science that could help him most was seismography, so he promptly dug into it. He was intrigued by the reflection seismograph, an instrument which was just starting to be used as a means of locating geologic structures favorable to the accumulation of oil. His attention was originally sparked because it was an electronic device, a field in which he was already expert; but mining and geology were also latent interests.

Reflection seismographs are highly complicated electronic instruments. Herbert Hoover Jr. designed and built his first one himself, working on a truck chassis out in his backyard. Then he started a small company, United Geophysical, to do contract seismographing. Shortly afterward he set up another small company, Consolidated Engineering, to build the instruments and carry on research. Not a cent of his father's money went into either company. One of his early associates recalls, "Herb's father had a lot of important mining and oil connections that could have given us business that we needed pretty badly, but Herb would have none of that."

Geophysical goes international

IN those early days he was everywhere—out in the hills running seismograph crews, back in the shop working on the improvement of instruments, in the office handling management matters. As the business boomed—and boom it did, despite the depression—more and more of his attention was concentrated on research and the development and improvement of apparatus.

It was Hoover's brilliance as an electronic engineer that gave United Geophysical its start and was the propelling force that kept it growing. Most of the major oil companies became clients. At the end of three years there were more than 150 technical employes on United's payroll, a high percentage of college graduate caliber. The Brazilian government appropriated $750,000 for a seismographic survey. Hoover went after the contract and got it. From that start United Geophysical went international, its working parties scattered all over the world. There were times when it had seismographic crews simultaneously at work in as many as 10 different countries.

The most currently significant development in Hoover's rapidly expanding career took place in 1943. Up to that point he had been recognized principally for his scientific achievements in electronics, seismography, geology and petroleum engineering. Then, at the invitation of President Medina of Venezuela, he went to Caracas to serve as Medina's adviser in negotiations with foreign oil companies. Before Hoover was through he had guided the drafting of a whole new code of Venezuelan oil laws. The principles it established gradually became the pattern of oil company relationships with governments all over the world.

The Venezuelan incident broadened Hoover as a man and greatly increased his stature. Still unknown to the general public, he became one of the best-known men in the international world of oil. Not only did he go on to serve as adviser to other governments, but he continued to ride herd on the far-flung activities of United Geophysical, personally visiting seismographic crews working all

CONTINUED ON PAGE 182

IF YOU SUFFER PAIN of HEADACHE NEURITIS NEURALGIA get FAST RELIEF WITH ANACIN



The way thousands of physicians and dentists recommend

Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!



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NEW 17-INCH TRENT (left). Ebony finish. Model 17S450, $149.95. Matching "Roll Around" stand, extra. **NEW 21-INCH BENSON** (right). Blond tropical hardwood with natural walnut trim. Model 21S522, $339.50.

Whether you spend $149.95 or $339.50 Be sure you get RCA Victor quality

He's set his sights on the low-priced table model. *She's* making eyes at that luxurious new console. Whichever way the decision goes, they *can't* make a mistake . . . because world-famous RCA Victor dependability is built into *every* RCA Victor—regardless of price!

For instance, only $149.95 buys the compact new 17-inch *Trent* (above, left) lowest priced TV in RCA Victor history! It brings you advances like famous "Golden Throat" Fidelity Sound . . . new "Magic Monitor" chassis with level-best performance . . . and the new "Easy-See" VHF tuning dial with readability stepped up 59%! For only a few dollars more, the new matching "Roll Around" stand lets you enjoy TV anywhere in your home!

If you like smart, exciting interiors, see the stunning new 21-inch *Benson* (above, right). Priced at $339.50, its fresh, modern design adds a new note of distinction to any home. Like all RCA Victor Television priced from $199.95 up, the *Benson* features the new "All-Clear" Picture with 212% greater picture contrast!

Whatever you want to pay, it will *pay you* to see your RCA Victor dealer soon. See for yourself why every year more people buy RCA Victor than any other television!

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TMKS. ® RADIO CORPORATION OF AMERICA

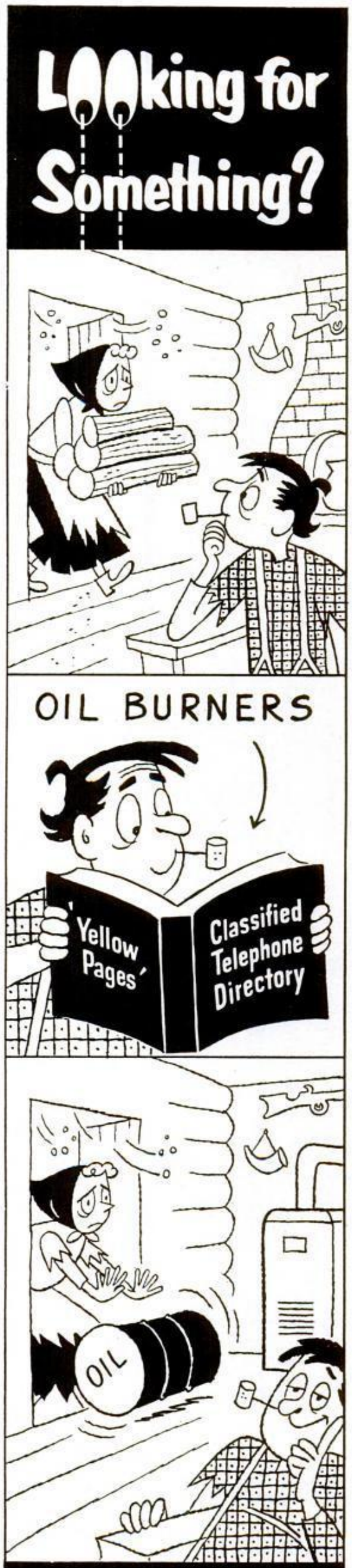
Ask about RCA Factory Service, available in most TV areas—but only to RCA Victor TV owners.

TOP VALUE • PEAK PERFORMANCE • AT EVERY PRICE LEVEL • $149.95 TO $500

Suggested VHF list prices shown, subject to change without notice; slightly higher in far West and South. Federal excise tax and full-year picture tube warranty included. UHF optional at extra cost.

See Sid Caesar and great new color spectaculars. NBC-TV

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TRAVELING HOOVERS arrive in London during Iran talks. Mrs. Hoover accompanies him on most such trips.

HERBERT HOOVER JR. CONTINUED

the way from Pt. Barrow, Alaska to the Strait of Magellan, from the waters of the Persian Gulf to England. During the decade of the '40s, he was on the move more than half of his time.

One of the notable aspects of this phase of Hoover's career was that he was often a foreign government adviser in controversies involving oil companies that were simultaneously clients of United Geophysical. It was a little like the same attorney representing both plaintiff and defendant. Asked to comment about that anomalous situation, a high official of one of the affected companies said, "Yes, you'd worry about that with an ordinary man but not with Herb Hoover. When it comes to personal integrity, he's in a class by himself."

During the war years, barred from the Armed Forces by his faulty hearing, Herbert Hoover Jr.'s personal code of ethics made him offer his advisory and consulting services wherever they were needed anywhere around the world, refusing personal compensation for any service he performed.

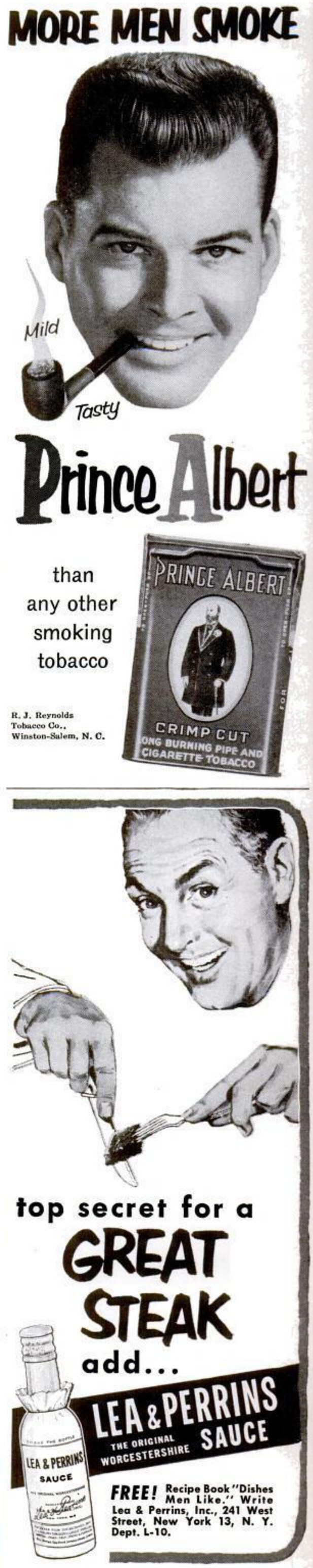
Consolidated Engineering, the other Hoover-headed company, had a growth paralleling that of United Geophysical, particularly during the war years when its instrument-manufacturing business was greatly expanded and spread into other fields. But after the war, having no taste for continuing his career as the president of a large manufacturing concern, Hoover sold his controlling interest in the company.

With his appointment as Undersecretary of State, Hoover severed all connection with United Geophysical and sold all his investments in other companies. He had asked the Senate committee interviewing him prior to his confirmation to tell him what he should do. The committee spokesman said that they would leave it to his own sense of integrity. He could follow no other course than to wipe the slate clean.

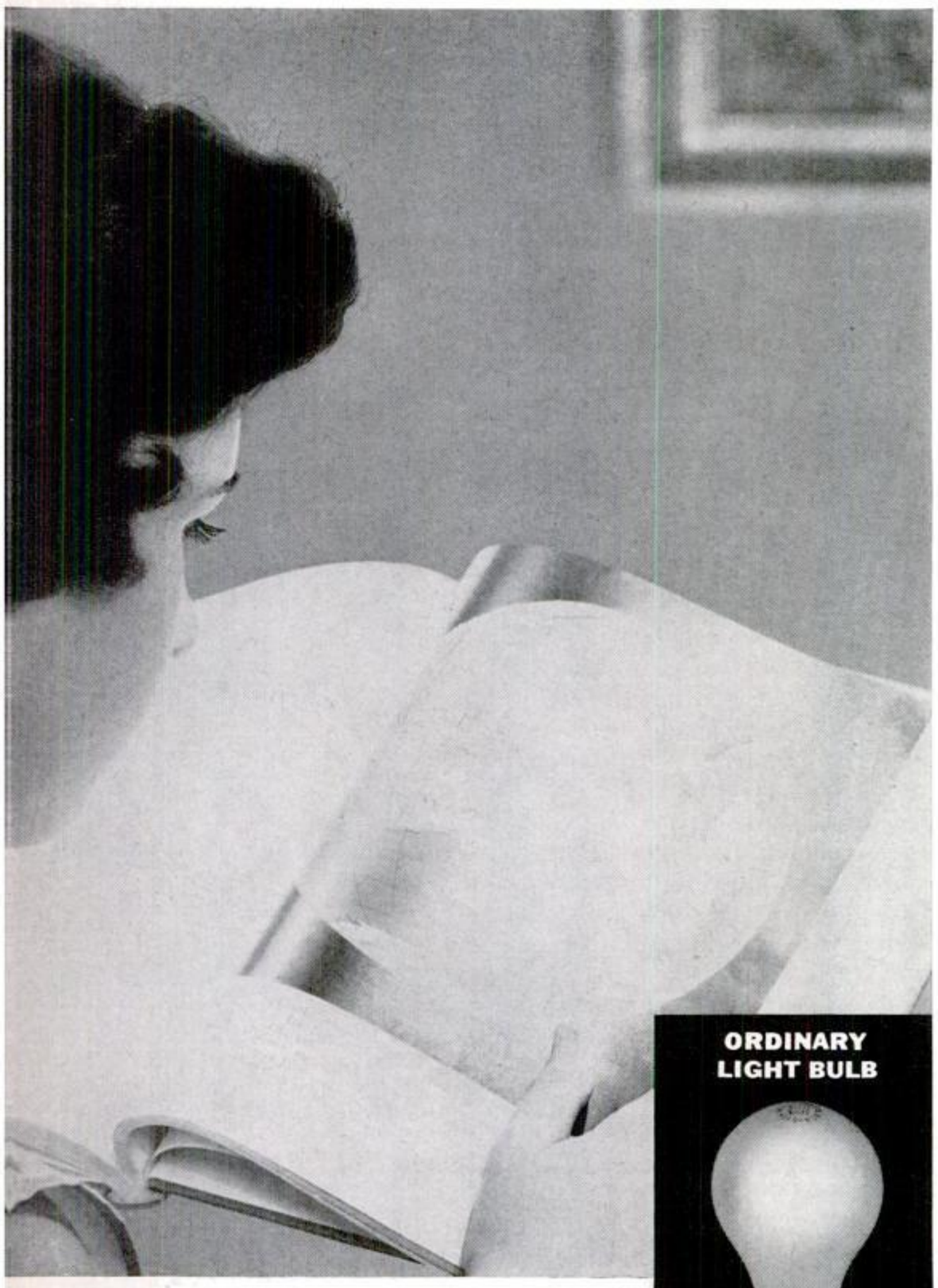
What he brings to the new job

HE comes into office as a man only 51 years old, vigorous, alert, mature, yet with his years of maximum usefulness ahead rather than behind. He has had a wealth of experience in dealing with foreign governments, is an acknowledged expert on all South America and the Middle East. As a private diplomat in the international world of oil he has been well trained for official governmental diplomacy. He is, however, assuming a job of enormous proportions. In the absence of the Secretary of State he becomes Acting Secretary. If John Foster Dulles' past record is any indication, the periods when Hoover will assume charge will be frequent and extended. In any event the general administration of the State Department as an organization is traditionally in the Undersecretary's

CONTINUED ON PAGE 184



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Note how light is concentrated in one spot in center of ordinary bulb. The light from this spot reflects off shiny page (above), making it hard to read. Learning will become a chore.



Note how Eye-Saver's inside "filter-coat" spreads light evenly over whole bulb surface, not just in center. With glare filtered out, the page (above) will be easier for the child to read. He can work longer, and in greater comfort.

New! Westinghouse "EYE-SAVER" Bulbs!

Unique Filtered Light reduces reflected Glare that causes Eyestrain, Fatigue, Headaches

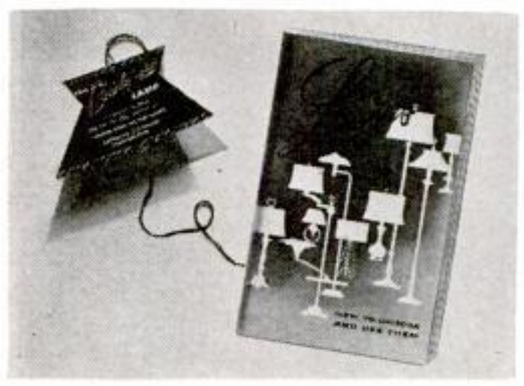
Now you can get a new kind of light bulb that actually filters glare out of the light you read by. Because of the protection this new Westinghouse bulb gives your family for reading, sewing and similar close-up work, Westinghouse engineers called it "Eye-Saver".

Eye-Savers are covered inside with millions of microscopic glare-filtering grains. When light hits them, it spreads . . . loses its concentrated glare. Only soft, easy-on-the-eyes light comes through the filter-coat. Just as much useful light as you would get from ordinary bulbs—but with glare filtered out!

Eye-Savers cut the glare that bounces back from shiny pages. Use them everywhere in the house where tiring reflected glare might cause eyestrain, fatigue and headaches.

Make sure you get Eye-Saver bulbs. They're made only by Westinghouse. Put them on your shopping list today.

FREE LIGHTING GUIDE
"Lamps—How To Choose and Use Them." This booklet is yours for the asking. It describes Beauty-plus features. Takes the guesswork out of selecting and using lamps in the home for beauty and See-Ability. Write Westinghouse Electric Corp., Lamp Division, Dept. L-10, Bloomfield, N. J.

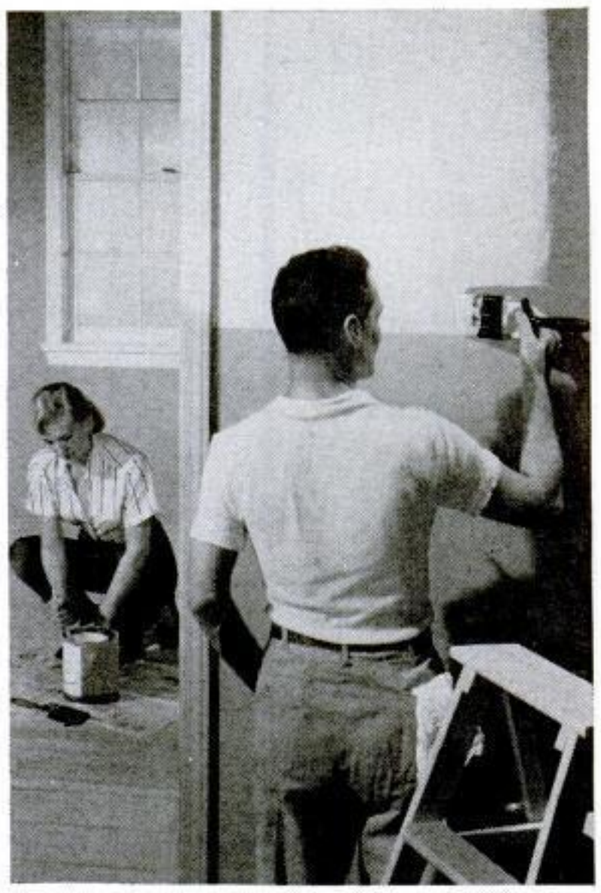


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TUNE IN TV'S TOP DRAMATIC SHOWS . . . STUDIO ONE AND BEST OF BROADWAY

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Flow on wall paint in an even coat...



Pointers on painting interior walls: wash old paint with detergent, wipe clean, let it dry thoroughly. Paint with sweeping, fanning strokes (a 4-inch brush is the most popular size). Paint in narrow strips from ceiling to baseboard. Work back towards wet areas to avoid lap marks. And always...

Use brushes with bristles of DuPont

TYNEX TRADE-MARK

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You'll do faster, better-looking work inside or outside your home when you use brushes with "Tynex" bristles.

See how Du Pont "Tynex" nylon bristles flow on a smooth coat of any type paint . . . spread it evenly over the surface. "Tynex" nylon bristles can be easily cleaned in any commercial cleaner . . . and last up to five times longer than other types of bristles.

FOR FREE BOOKLET "How to Choose and Use a Paintbrush Bristled with Du Pont 'Tynex' Nylon," write E. I. du Pont de Nemours & Co. (Inc.), Polychemicals Dept., L-10 Wilmington 98, Del.

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Look for TYNEX nylon bristles when you buy brushes



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... through Chemistry

hands. Hoover's predecessor, Walter Bedell Smith, did an effective job in raising personnel standards and giving point and direction to what had often been fumbling and cross-purpose activities. But much remains to be done.

How Hoover will fare as an administrator of the multifaceted State Department with its more than 19,000 employes scattered all over the world is something that remains to be demonstrated. The indications seem favorable. His successful handling of the far-flung foreign and local organizations that he directed for some 17 years, although on a much smaller scale and in a limited field, seems a pertinent parallel.

His most clearly demonstrated ability derives from his excellent judgment of men and his capacity to incite surpassing loyalty. He commands the personal devotion of his associates—at all levels—to a degree rarely encountered in either big business or government. One of his co-workers at United Geophysical said, "I've been all over the world with our crews, listening to 'em gripe about everything from bugs in the South African jungles to sandstorms hitting a rig in the Persian Gulf, but I've never heard anybody anywhere ever say one word against Herb."

The best-loved men, however, are not always the best tight-rein administrators, but when that suspicion was voiced to another long-time associate, he flashed, "You don't know Herb! Yes, there've been cases when he gave a man a little longer than I might have done to prove himself wrong. But when a man isn't right for his job, his head rolls."

The opinions of close associates like these can be suspected of bias. But a thorough search of business competitors and others who would be expected to have an opposite view failed to unearth any serious detractors. His ability as a handler of men—and, to a considerable degree, his negotiating skill as well—are accountable to a mental slant uncommon among high-level businessmen, even less often encountered in a mind trained in the engineering sciences. You need be with him only a short time to become aware that his approach to every subject hinges on *people*. Mention a foreign country and he reacts, not with a comment on scenery or climate, but on local inhabitants, usually individuals. Talking of an international negotiating session, his explanations are based upon the personalities involved. When he reviews the history of his businesses, everything he says ties to men who have been associated with him. "Very interesting man," is a characteristic response to the mention of a name. It registers neither approval nor disapproval, simply the fact that most men are interesting to him.

Coupled with his interest in people is a talent for close observation of even the smallest personal details. Asked about one of the men he faced across a table during some negotiations, he responded with: "Powerful head—great dome of a forehead—sort of an eagle's beak nose—but it's his eyes you notice, sharp as a fox. You know the minute you see him that he's a smart operator, and it doesn't take long for him to prove that you're right." While visiting his home I was impressed that he remembered the brand of cigarets I was smoking, and ordered another pack for me when we went out to lunch—a minor amenity, yes, but friendships and loyalties are often woven out of small threads.

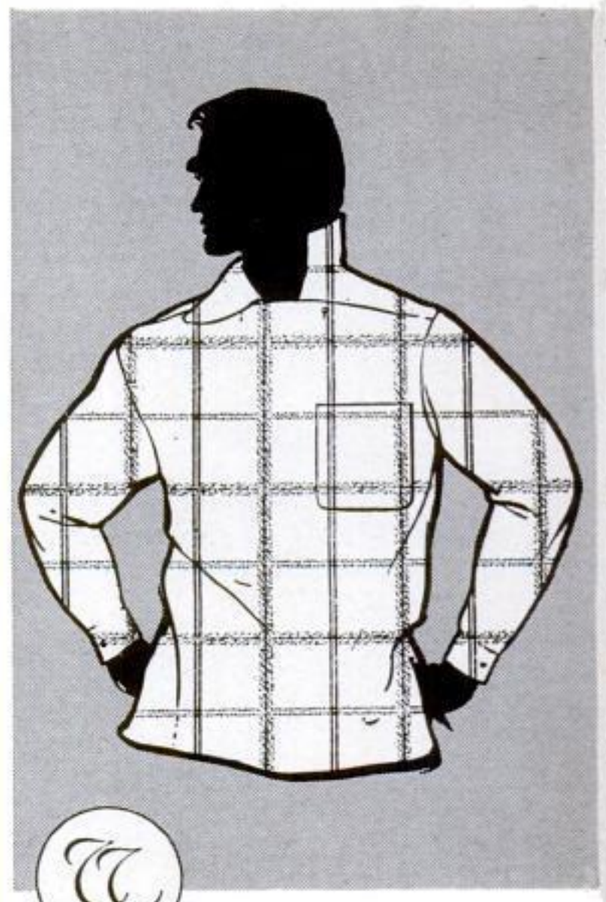
Facts first, theories later

AT this stage he is understandably reticent in unofficial discussion of matters affecting the foreign relations of the U.S. His general attitudes, however, reflect what is usually styled a "conservative" turn of mind. He exhibits a pronounced tendency to face facts, no tendency at all to let theoretical speculation substitute for realistic thinking. He has strong and positive conviction that the American business system is fundamental to the best way of life that the world knows. He regards free and active competition as an essential motivation but is by no means blind to some of the shortcomings of our business-dominated civilization. It is significant, perhaps, that the thing about the Anglo-Iranian settlement that seems to please him most is that, as the biggest deal of its kind in history, it was handled entirely by private industry.

In Washington the cloud-reaching theorists will find little common ground with him. The smoky-room type of politician will run up against his rigid code of personal ethics. But it is a safe bet, nevertheless, that Herbert Hoover Jr. will make many friends in Congress and be an effective emissary for the State Department. It is an equally safe bet that he himself will not become immersed in politics. It would take a major reversal of character for that to happen. Although an acknowledged Republican, he has little taste for things political.

By no means glib or loquacious, he is an able talker and a forceful

CONTINUED ON PAGE 186



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the washable wool-blend flannel shirt by

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The sun-swept Riviera inspired this TTClub fashion—and it's exclusively McGregor in America! Now in that all-time fabric favorite William Tell—the soft, cozy-warm wool-rayon blend flannel that's guaranteed washable. Only $15.95

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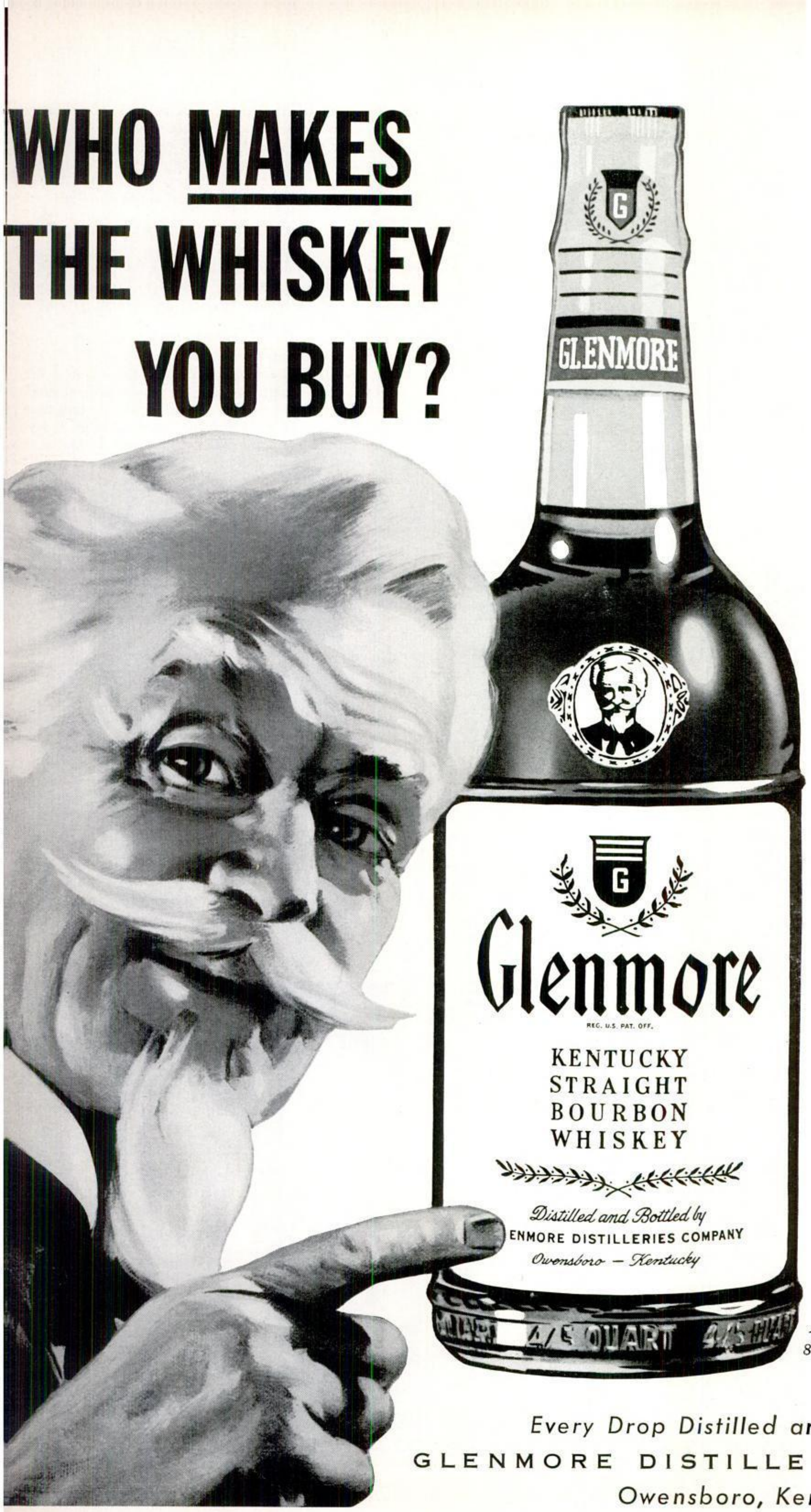
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LOOK AT THE LABEL!
IF IT READS
Distilled and Bottled By
YOU KNOW WHO MADE IT

We do not use other whiskies to bottle under the proud Glenmore name. If we did, the government would not permit us to use the phrase *Distilled and Bottled By* on our label.

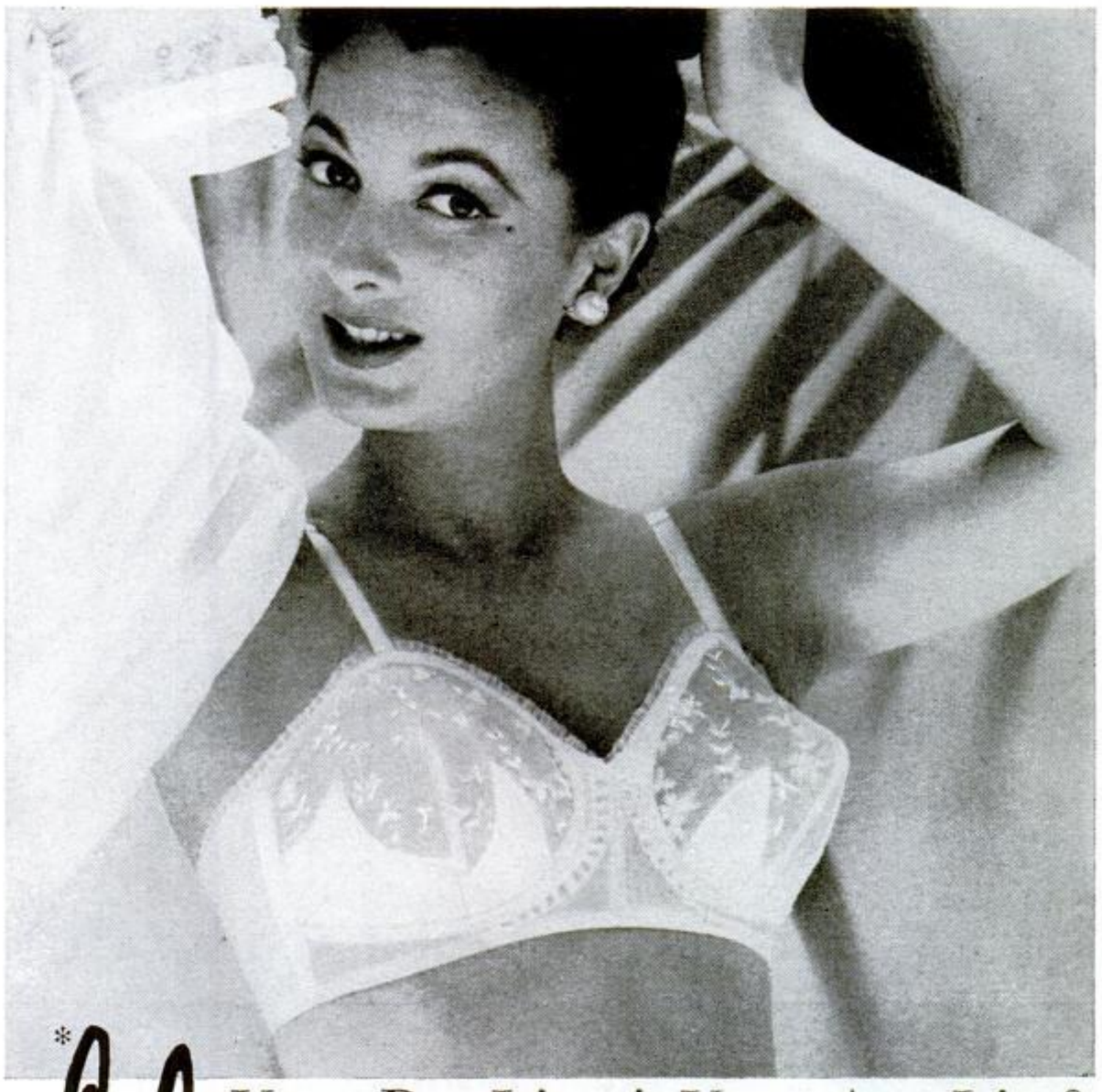
When you get Glenmore you get uniform high quality because Glenmore is distilled and bottled by us *only*. Look for the word Glenmore on the straight whiskey you buy and you'll be getting the best.

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Every Drop Distilled and Bottled by
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proponent of his ideas. His thoughts form quickly and he expresses them clearly and succinctly, rarely fumbling for a word, occasionally tossing in a mildly salty oil-field expletive. He is a past master at evading a question that he does not want to answer—especially about his own accomplishments—the inquisitor frequently not realizing until long afterward that somehow his questions never got answered.

Hoover still gets most of his relaxation from his lifetime hobby of amateur radio. For him there is no relief from the strain of hard work as effective as sitting down with key and microphone. "That's the best break I can have," he says. "Get off for a real session of concentrated hamming with old friends. A lot of them, you know, go way back to the sparkgap days."

The 10-day vacation that he managed to cram in between the end of the Anglo-Iranian negotiations and taking office in Washington he spent at his beach hideaway building a new radio transmitter. At United Geophysical, when the load on his desk demanded a momentary break, he would slip off to a little private laboratory and get his hands on a soldering iron for a few minutes. If some well-hidden door in the State Department suddenly blossoms out with a new "Secret—No Admittance" sign, the secret may well be that of the new Undersecretary.

Not the least of Hoover's personal assets was acquired by marriage. Peggy Hoover is a charming woman, more than ordinarily attractive, keen-minded, thoroughly immersed in her husband's activities and obviously capable of continuing to make a substantial contribution to his career. She has spent much time abroad with her husband on his globe-trotting business trips. Now that their three children are married and have established homes of their own, she is rarely apart from him for more than a few days. She accompanied him on almost all of his many Anglo-Iranian trips, renting apartments and setting up homes-away-from-home in Washington, London and Teheran. It is a rare pleasure to listen to husband and wife in a joint reminiscence of some shared experience, each alternately advancing the story, continually reflecting a compatibility of spirit and interest that is seldom found in even the happiest of homes.

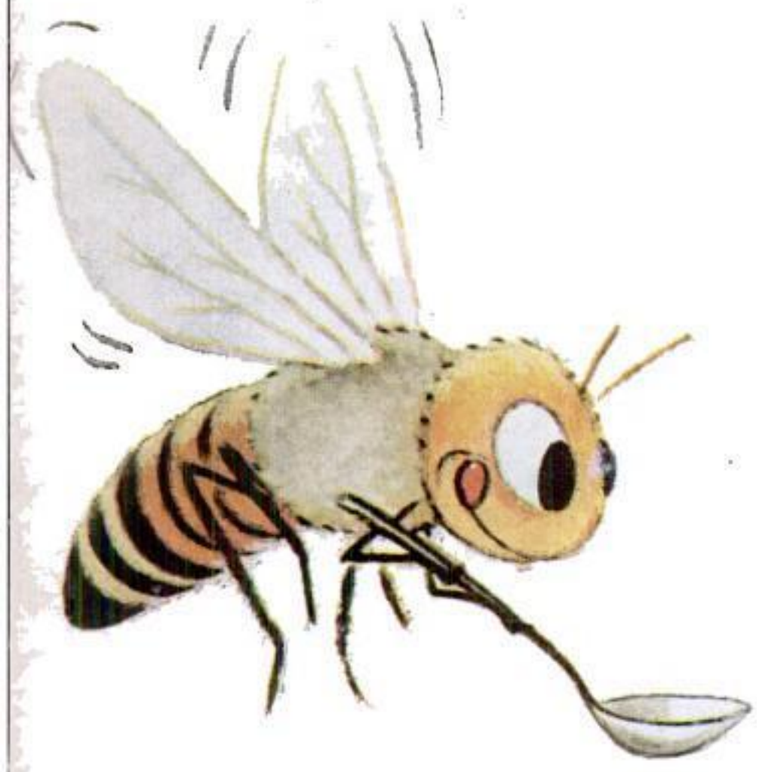
One of the attractions of Washington to both the Herbert Hoover Jrs. is the fact that it will enable them to see more of Herbert Hoover Sr. (Mrs. Hoover Sr. died in 1944). The ties between father and son have always been close, and Herbert Jr. missed their former companionship when they were separated by an entire continent. The distance between Washington and New York is not so great, and Herbert Hoover Sr. spends much of his time in the capital these days anyway.

But Herbert Hoover Jr. will continue to be his own man, not his father's, wherever he is. Newsmen will soon find it superfluous to use that old identification, "son of the former President."



MR. AND MRS. HOOVER are shown in a Washington hotel room as he arrives to start new job. Her new job for the time being: hunting for a house.

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When I'm eating Jell-O
I wish I were a bee

... bee-cause Jell-O's such
a honey of a dessert!

Now's the time for





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His shine hangs on for dear life, too!

When Junior goes swinging on the rings, it can certainly throw Mother for a loop.

—Particularly if he comes home with "beat up" shoes.

So, to make her life a little easier, we created Dress Parade Liquid Stain Shoe Polish.

You just daub it on, and it covers every scuff mark quicker than you can say, "What have you been up to now?"

But more important, you don't have to buff or brush Dress Parade. It dries to a gleaming, glistening shine all by itself.

And as a neat extra touch, Dress Parade actually waterproofs leather—so it sheds water like a duck's back.

So why not ask for Dress Parade the next time you go shopping? And when you do, cast your eye over the rainbow of colors available to match the shoes in your wardrobe, too. They're simply gorgeous!

The handy applicator keeps kids' fingers clean, and the bottle has a wide, non-tip base.

25¢





Seven colors: Black, Brown, Cordovan, Ox Blood, Red, Blue, and Neutral . . . Also comes in paste form.

NEW DRESS PARADE

STAIN SHOE POLISH

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SKEWERED EXTRA

Actor gets a chance as 'Helen's' punctured Roman

The movie business, thanks to the revival of great, big pageants to fill great, big screens, has recently had a revival of stark realism that threatens to make the mighty biblical horse operas of the old silent days seem tame and contrived. Fans have been treated to the sight—and squishy sound—of tomahawks going into skulls, shotguns going off into faces and lances going through Khyber riflemen. Latest recruit to realism is Gino Marturano (*below*), a Roman movie extra. He was hurriedly selected to fill up an empty spot in the foreground of a *Helen of Troy* battle scene by dying like an ancient Greek warrior with an enemy javelin in his middle. For Gino's final deathless moment of death on film, turn the page.

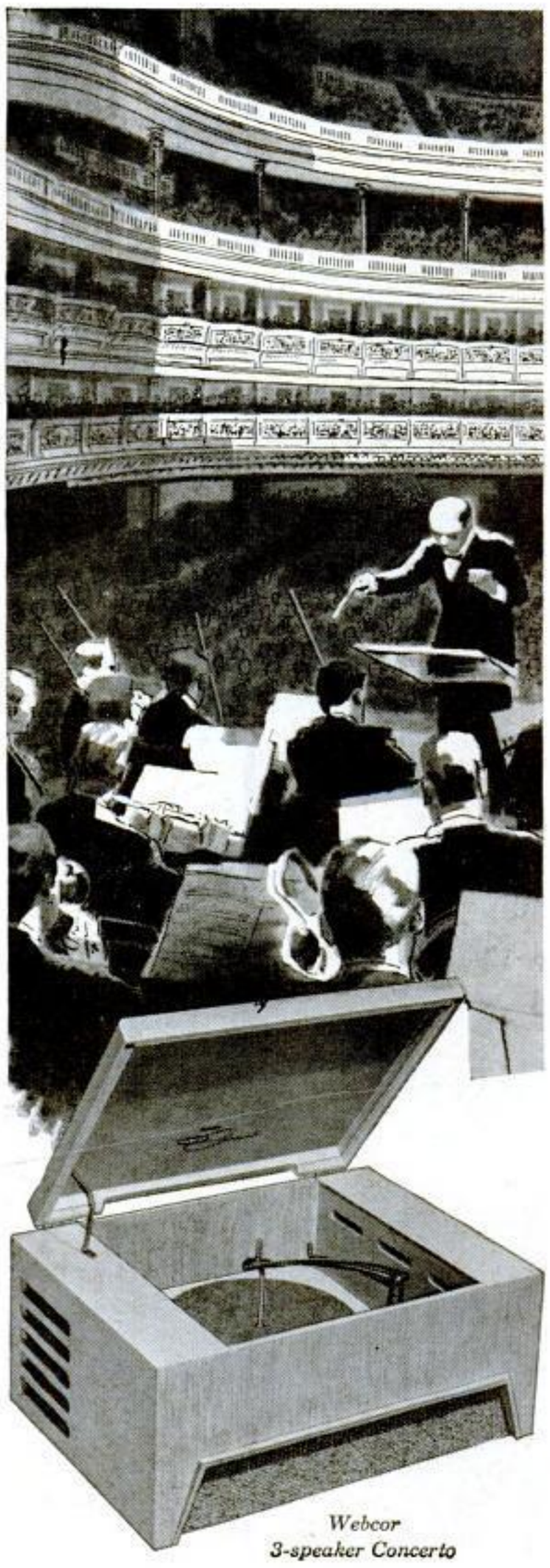


DUMMY GREEK, complete with prop helmet and stuffed with straw, gets painted at Cinecittà studio in Rome before doubling for a dead man.



DYING ROMAN, Gino Marturano with a Trojan javelin protruding from his middle, tries a practice death as undismayed technical assistant looks on.

CONTINUED ON NEXT PAGE



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Plan now to hear your favorite record on a high-fidelity Webcor. You will be thrilled with its exciting performance.

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Prices slightly higher west and subject to change.



LAST MINUTE BLOOD is daubed on Actor Gino's cardboard breastplate around the hole drilled in it for javelin.



OFF TO BATTLE and his big scene, helmeted Gino traipses into position behind Warner Brothers technicians, carefully holding deathly weapon in place.

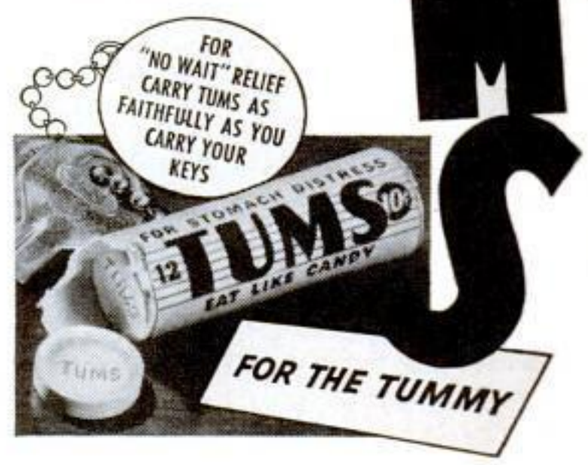


BIG MOMENT is recorded on CinemaScope film. Scene was shot a half-dozen times, well past the lunch hour, and Gino's anguish began to look real.

Now millions get prompt, pleasant relief from ACID INDIGESTION

...they take Tums when excess stomach acid causes gas, heartburn, bloated feeling... for Tums bring fast relief from excess acid. And so handy! No water—no glass —no spoon!

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FOR THE TUMMY

STILL ONLY 10¢ A ROLL
AND YOU COULDN'T BUY SAFER, QUICKER RELIEF FOR A TEN DOLLAR BILL



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Protect-O-Pins

Guaranteed Not to Rust or Tarnish! Colorful plastic head stops accidental opening. Make perfect shower or baby gifts. On display everywhere baby things are sold—at baby and notion departments, drug stores, supermarkets and five and ten's.

4 BIG PINS for 25c Reliance Corporation Pawtucket, Rhode Island



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Heavenly pastels . . . caressable, softly brushed 100% nylon fabric . . . yet, miraculously, you can pop this warmest, most luxurious sleepwear in your washer-dryer and it tumbles out lovelier than new! Nylon pleated ruffle trim, free-action Syl-O-Sleeves. Pink, blue or white, 32 to 40. Pajama, about $14.98. Peignoir Gown, about $12.98. NOT SHOWN: Matching short length Peignor Gown, 32-38, about $10.98; Reading Jacket, S-M-L, about $8.98.

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It's a **PRINCETON** fabric . . .



pop it in your **BENDIX** . . . use **all**

it washes and dries lovelier than new!

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Baltimore, Md.	Hochschild Kohn	Detroit, Mich.	J. L. Hudson Co.	Newark, N. J.	Bamberger's	St. Louis, Mo.	Famous & Barr
Birmingham, Ala.	Pizitz	Erie, Pa.	Halle Bros.	New Orleans, La.	D. H. Holmes	St. Paul, Minn.	Golden Rule
Boston, Mass.	Filene's	Fort Worth, Texas	R. E. Cox	New York City	Lord & Taylor	San Antonio, Texas	Joske's
Brooklyn, N. Y.	Abraham & Straus	Grand Rapids, Mich.	Herpolsheimer's	Oklahoma City, Okla.	Kerr's	San Diego, Cal.	Jordan Marsh
Buffalo, N. Y.	Adam, Meldrum & Anderson	Hartford, Conn.	Sage-Allen	Omaha, Nebr.	Brandeis Co.	San Francisco, Cal.	Emporium
Charlotte, N. C.	Belk's	Houston, Texas	Foley's	Oneonta, N. Y.	Bresee's	Seattle, Wash.	Best's Apparel
Chicago, Ill.	Carson, Pirie Scott	Indianapolis, Ind.	Block Co.	Philadelphia, Pa.	John Wanamaker	Syracuse, N. Y.	Dey Bros.
Cincinnati, Ohio	H & S Pogue	Kansas City, Mo.	Macy's	Philadelphia, Pa.	Strawbridge & Clothier	Toledo, Ohio	La Salle & Koch
Cleveland, Ohio	Higbee Co.	Los Angeles, Cal.	Broadway Dep't Store	Pittsburgh, Pa.	Kaufmann's	Washington, D. C.	Hecht Co.
Columbus, Ohio	F & R Lazarus Co.	Louisville, Ky.	Stewart Dry Goods Co.	Portland, Ore.	Meier & Frank		
Dallas, Texas	Sanger Brothers	Memphis, Tenn.	Goldsmith's	Providence, R. I.	Outlet Co.		

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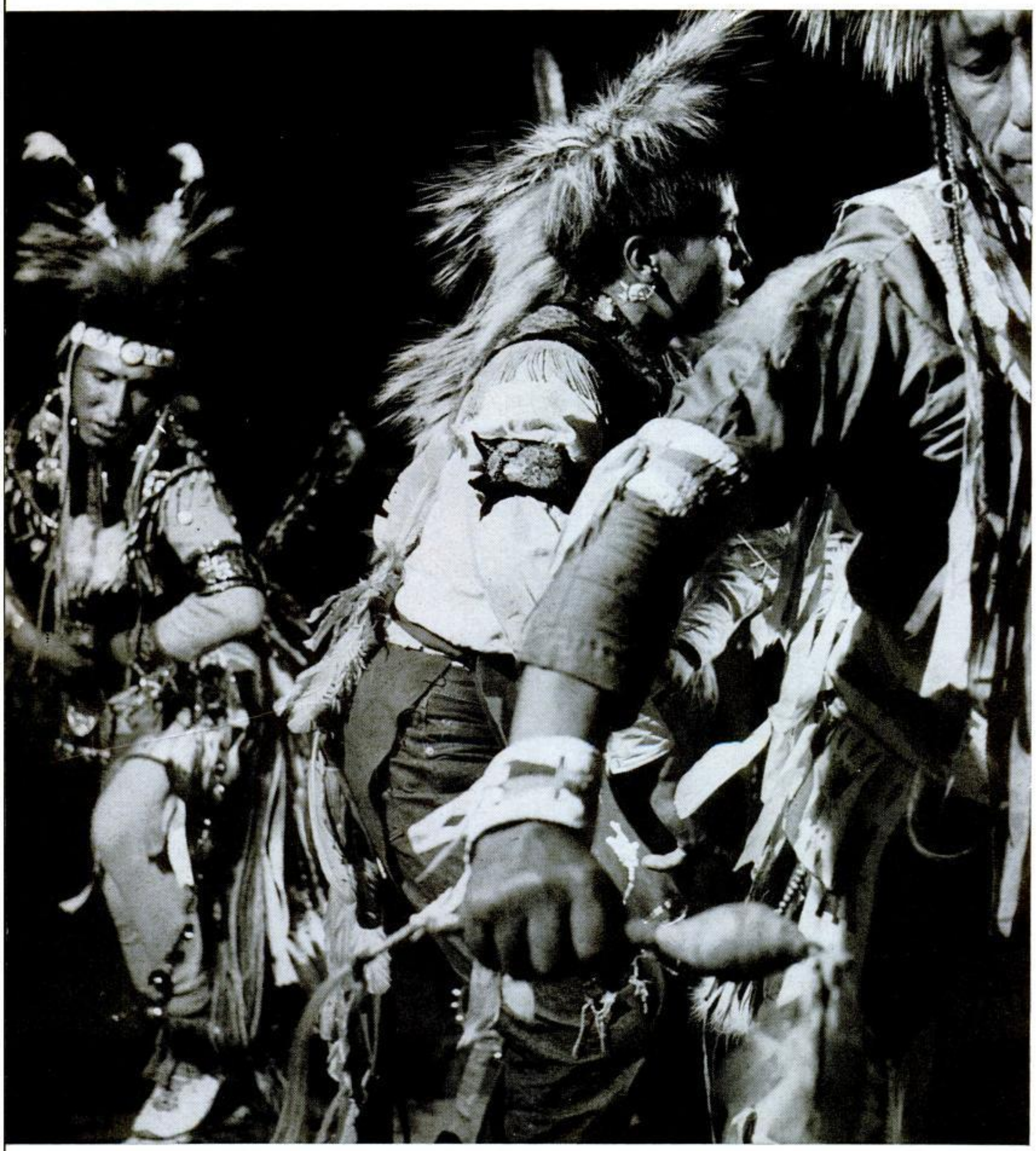
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Some Newly

A MONTANA WHINGDING

From all over the Fort Peck Indian Reservation the shiny new cars rolled into tiny Poplar, Mont. as a dozen tribes met to commemorate a historic event: the discovery of oil on the reservation four years ago. In a park the Indians erected tents and tepees, donned ceremonial or store-bought finery and set out to enjoy themselves. For three days Sioux and Crow, Blackfoot and Assiniboin danced endlessly in a huge circus tent (*left*), bought and sold cattle and patronized Poplar's saloons (*bottom left*).



WHIRLING DANCERS in ceremonial dress circle through the great tent where drummers and chanters from the many tribes took turns providing accompaniment. This session lasted 16 hours.



BEER AND BOOM TALK occupies Indians in a busy bar. Liquor for Indians was legalized in 1948.

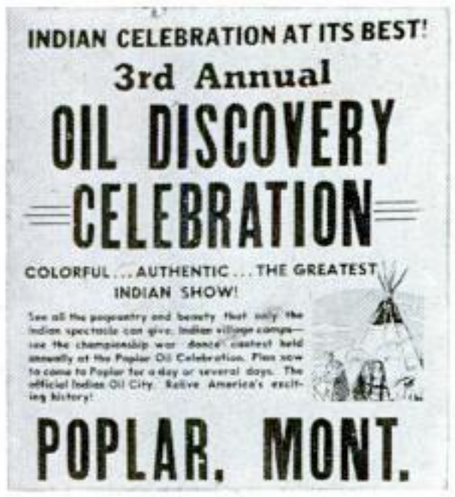
TEMPORARY TEPEE was built for celebration by Jim Red Fox, a Sioux, heading for his Chevrolet. →

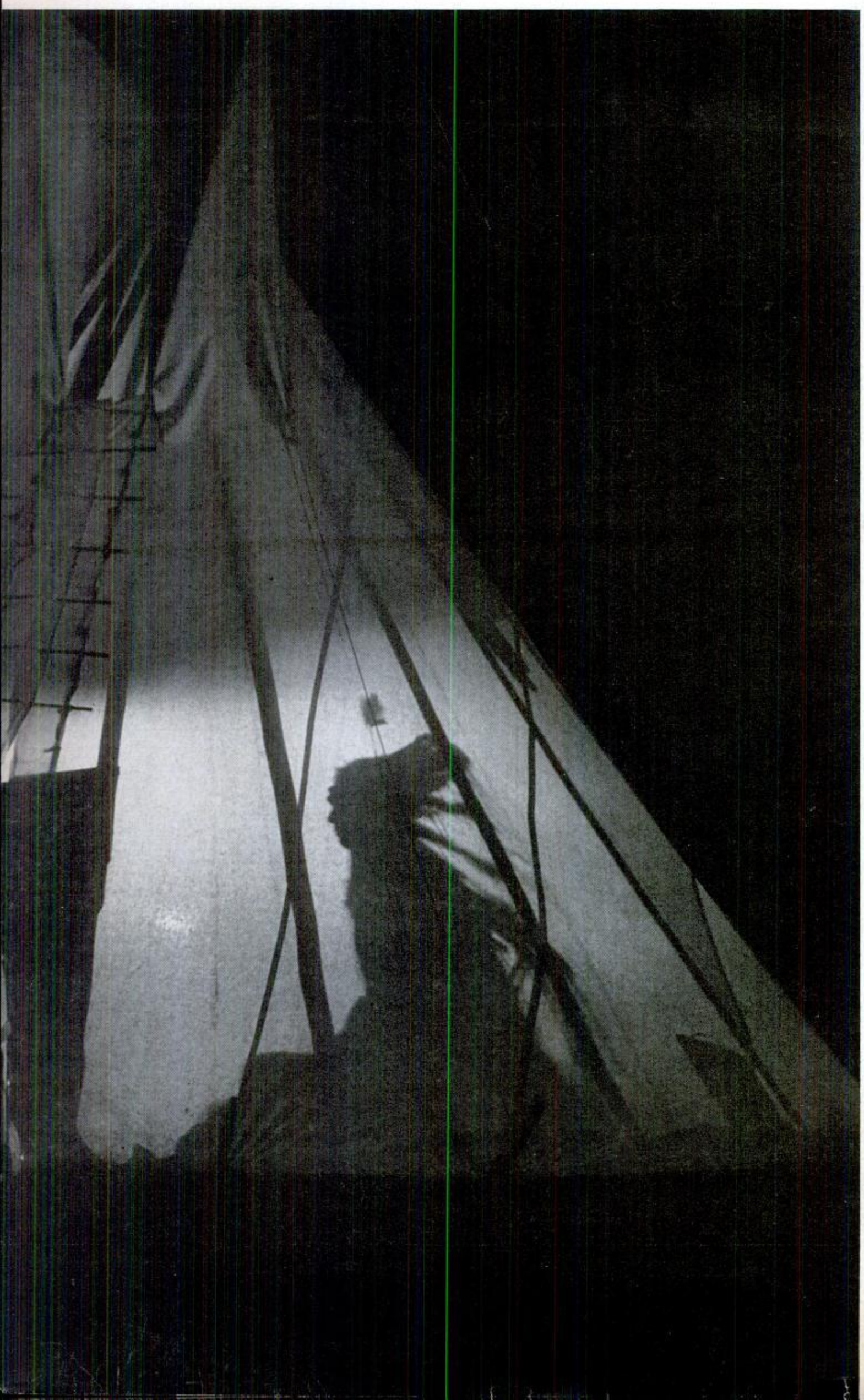


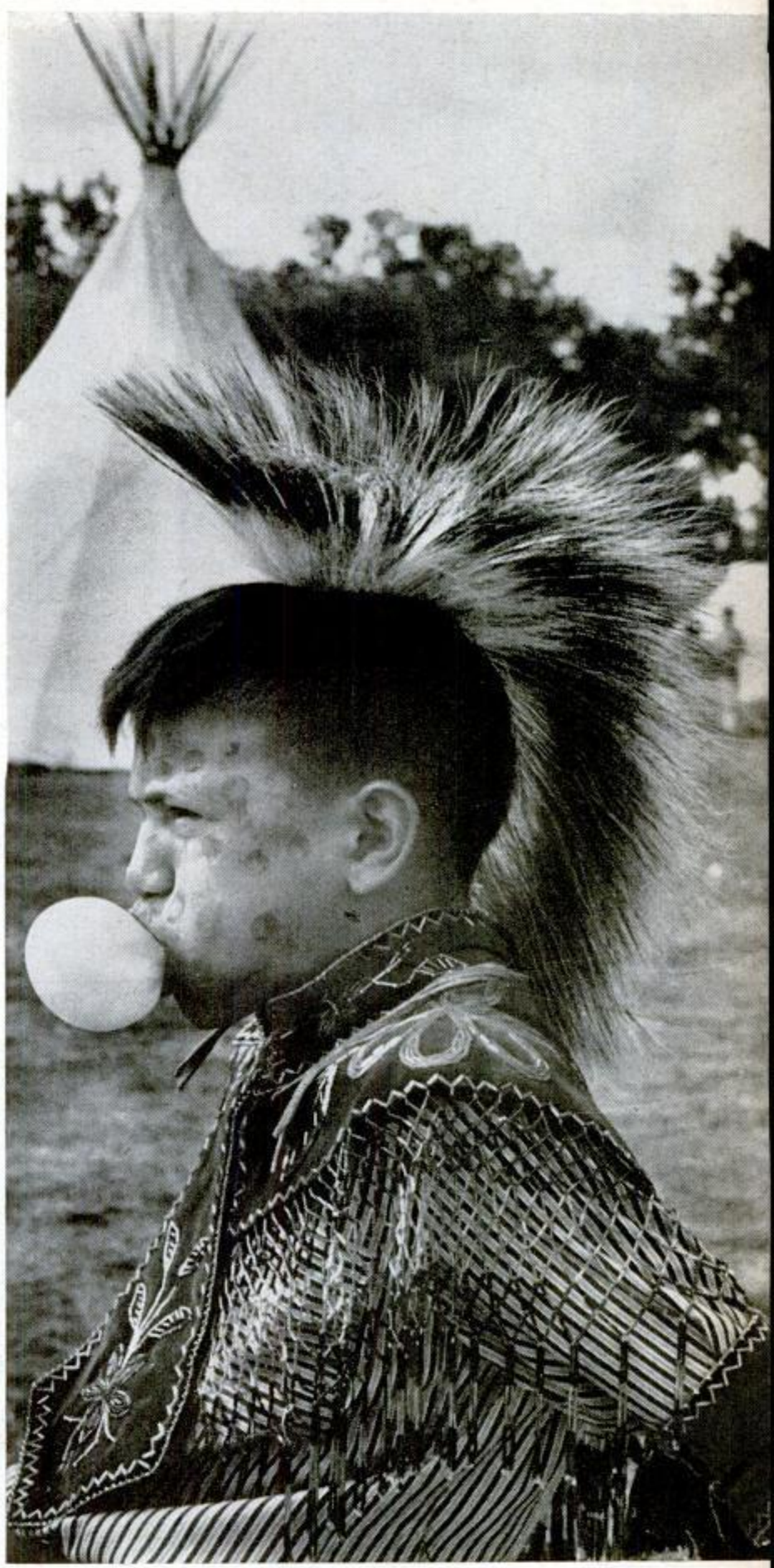
Rich Indians Celebrate

HONORS AN OIL BOOM

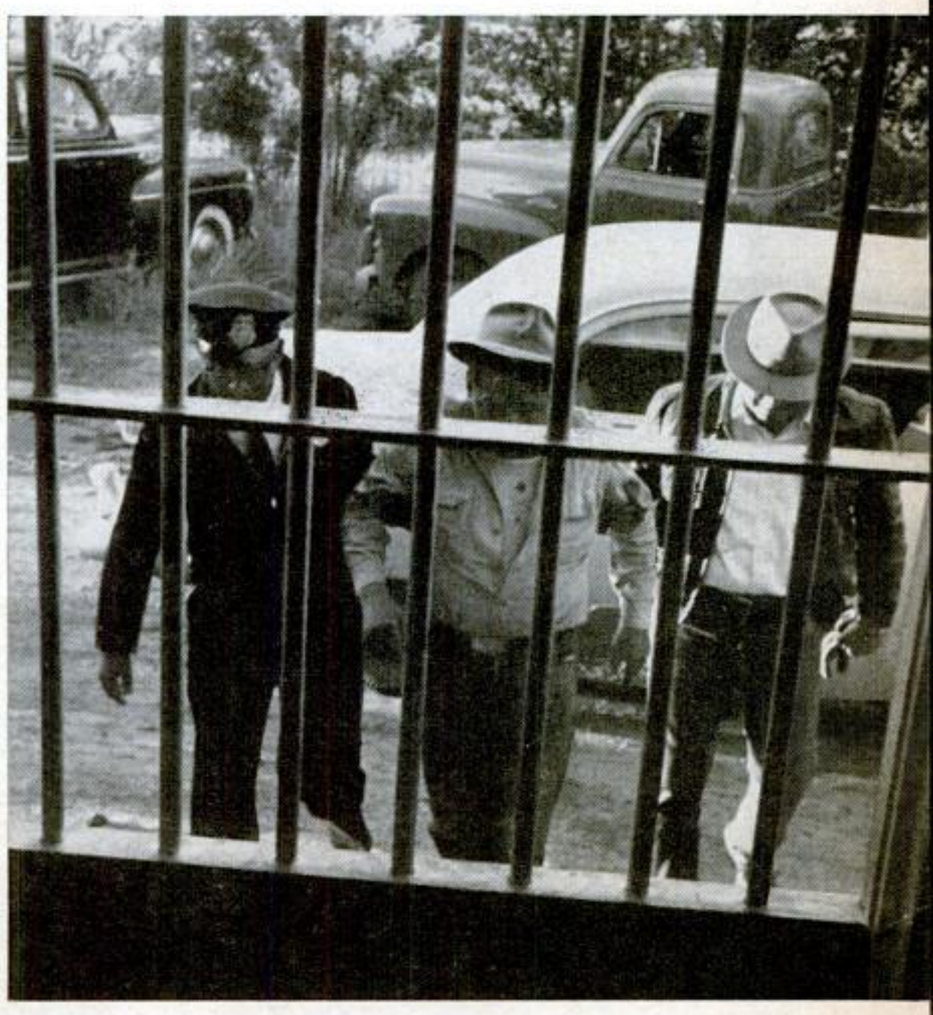
Throughout the noisy weekend the impact of the oil boom showed in the contrast of old culture and new wealth. Some 1,200 families have received nearly $5 million. For many the money went as fast as it came: for fine cars to park beside poor homes, for such luxuries as a piano no one in the family can play. For a few the sudden wealth has become a solid investment in the future (*next page*). For all the revelers in Poplar the boom was just one thing: more fun than you could shake a feather at.







BUBBLE-GUM BEAUTY is handiwork of Frank Henderson, who wears dancer's paint, headdress.



INTO THE JAIL, escorted by tribal policemen, goes an Indian picked up for public intoxication.

CONTINUED ON NEXT PAGE

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ARROW

PRESENTS

2

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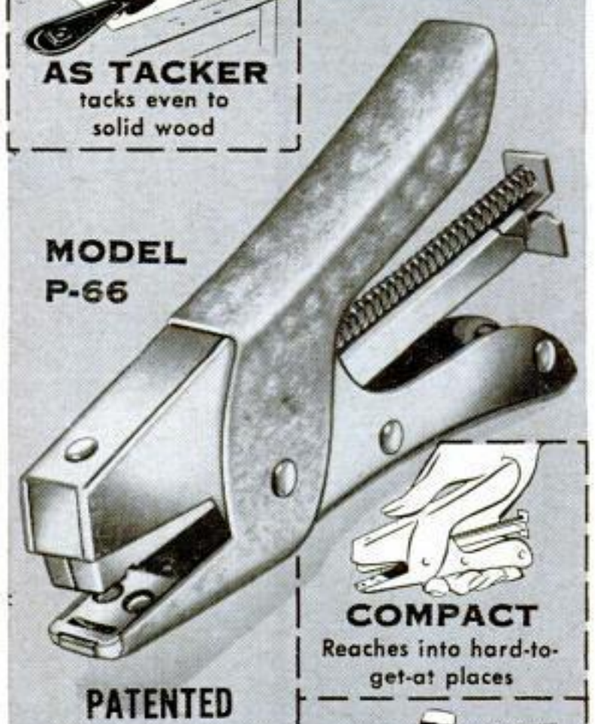


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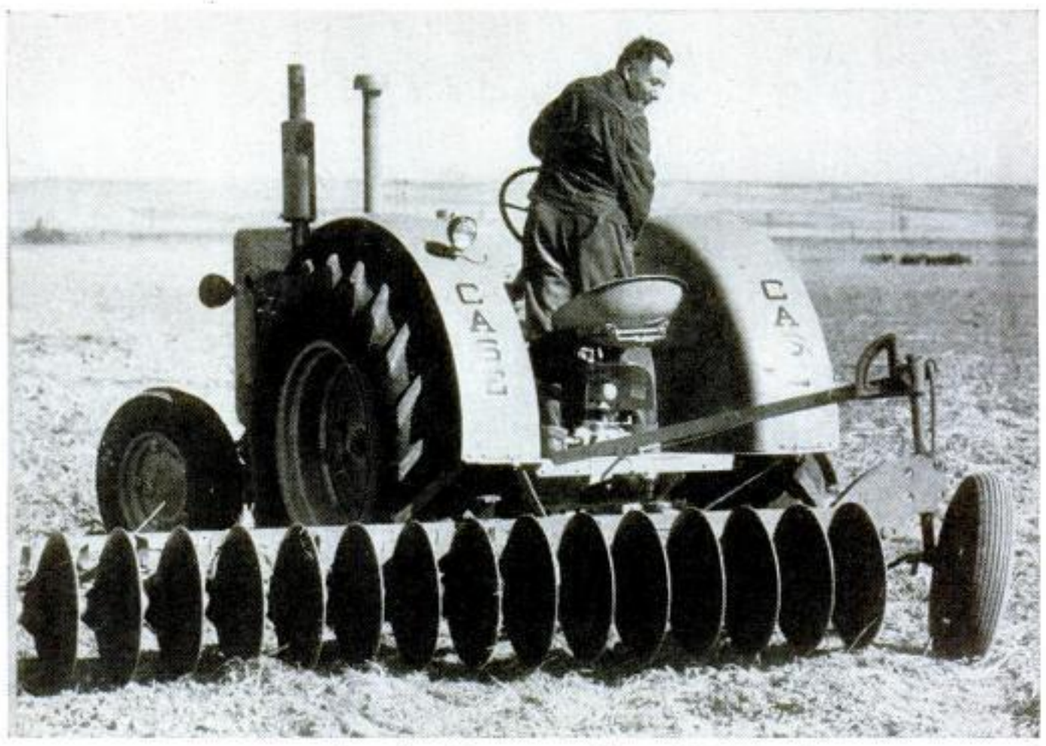
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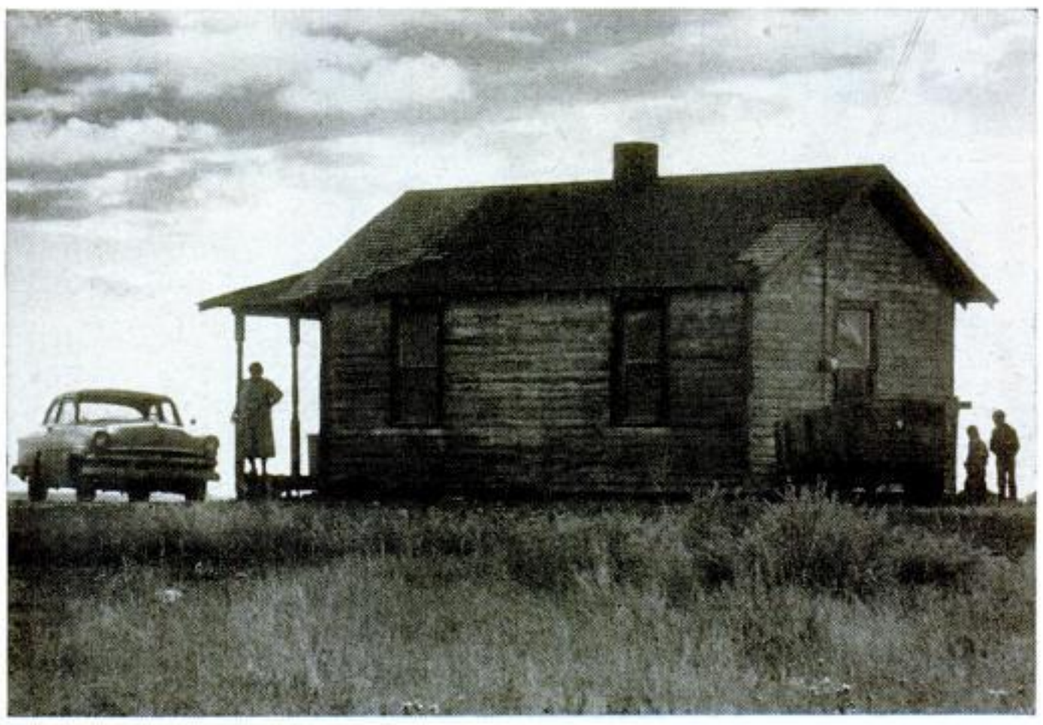
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NEW TRACTOR, purchased with some of his $18,820 oil money, is tried out by Ruben Feather Earrings, who also fixed house, bought more wheat land.



NEW FORD was bought with oil lease revenues by Lulu Lester, who now stands at sunset admiring it on the porch of her leaky, weathered frame house.



NEW PIANO, costing $750, is eagerly explored by Rosalie Shields's son Eddie. No one in the family can play it, but Rosalie hopes to find a teacher.

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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 5,558,568.

(Signed) Arthur W. Keylor
Business Manager

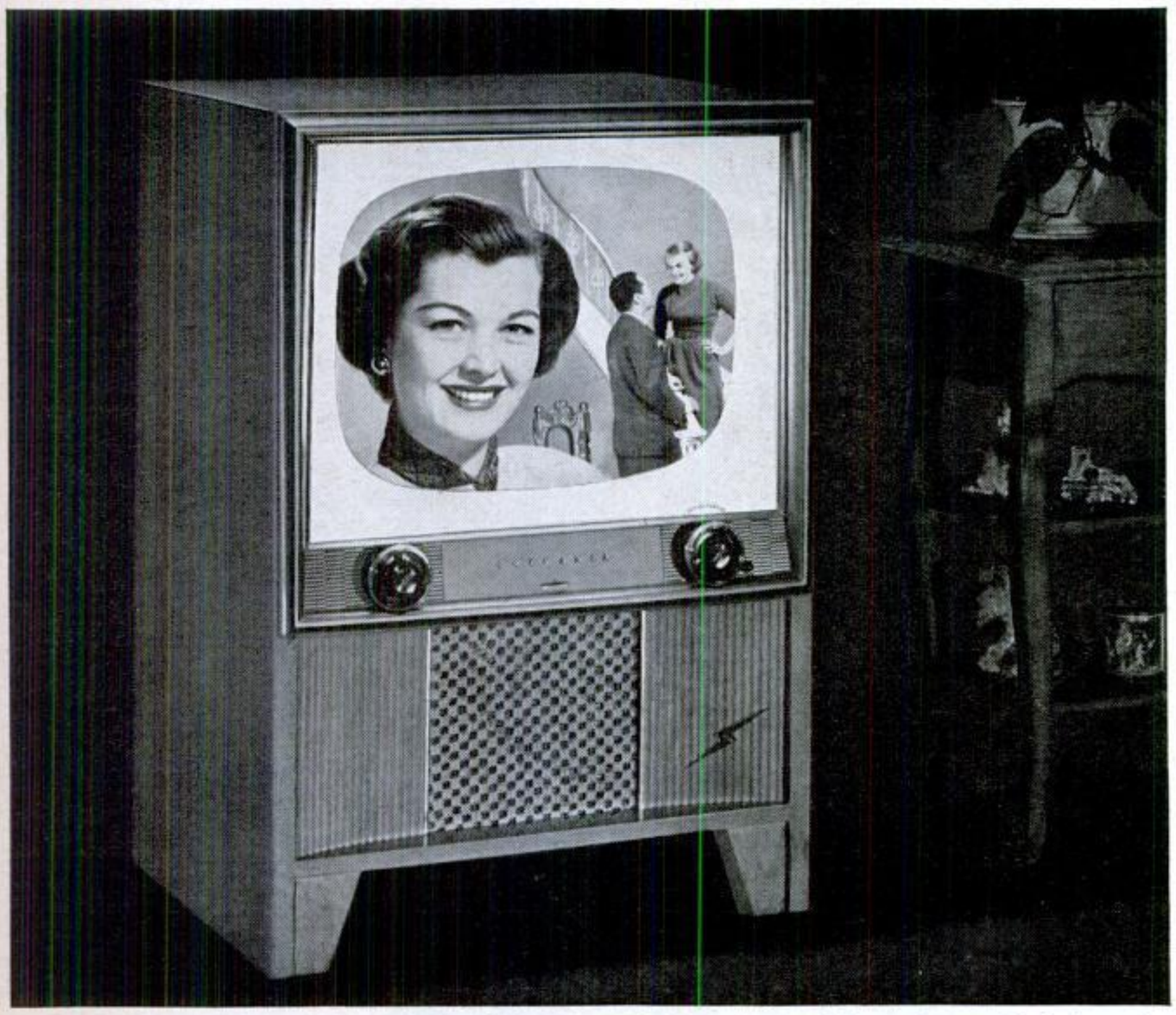
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ONE FROM THE ROAD

Moose, especially female moose, lead calm, contemplative and drowsy lives, browsing and chewing their cuds. They like ease so much that usually they will take nutriment only from mouth-high shrubbery. When they are forced to crop grass or go hungry, they will kneel down for easier eating. When drinking, they wade out into lakes until the water comes up close to their muzzles. But this lady moose was overtaken by thirst in western Canada inconveniently far from a lake. Calmly ignoring automobiles and the excited camera clickings of C. F. Lebow, an amateur photographer from Salina, Kan., she knelt down and had one from the road.

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